MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
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FACULTY OF INTERNATIONAL RELATIONS
DEPARTMENT OF FOREIGN LANGUAGES AND TRANSLATION

SCIENTIFIC STUDENT CONFERENCE

YOUTH WITHOUT BORDERS
BUILDING CROSS-CULTURAL AWARENESS

Conference materials, the XVIII Annual Scientific Student Conference

March 28, 2024

Kyiv, 2024

YOUTH WITHOUT BORDERS
BUILDING CROSS-CULTURAL AWARENESS

Conference materials, the XVIII Annual Scientific Student Conference

The collection includes papers of the 18-th scientific student conference «**Youth without borders – building cross-cultural awareness**» which took place in the Faculty of International Relations of National Aviation University on March 28, 2024. The participants covered the issues related to the academic mobility, foreign language learning, online platforms, IT in contemporary education, critical skills for the jobs of the future and youth competitiveness in the job market. They also shared personal experience of taking part in different educational and youth projects.

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INTERNATIONAL EDUCATION, PROSPECTS AND YOUTH DEVELOPMENT STRATEGIES

A globalized world demands skilled individuals. International education plays a pivotal role in equipping youth with the knowledge, skills, and intercultural understanding necessary to thrive in an interconnected world. International education offers young people a unique opportunity to broaden their horizons, develop intercultural competencies, and prepare for an increasingly interconnected world. By engaging with diverse cultures and perspectives, students gain a deeper understanding of global issues and challenges, fostering critical thinking, problem-solving skills, and adaptability. However, several key issues and challenges persist in the realm of international education: cost, visa restrictions, and lack of information can limit access to international education opportunities, particularly for students from disadvantaged backgrounds.The quality and coherence of international education programs can vary widely, making it difficult for students to choose appropriate and recognized programs. Students may face challenges adapting to new cultures and environments, requiring adequate support services to ensure their wellbeing and academic success. Ensuring that internationally acquired qualifications are recognized and valued by employers in the student's home country is crucial [1].

Impact on youth career prospects is very big. International education equips graduates with valuable skills sought after by employers in today's globalized job market. These skills include: the ability to work effectively with people from diverse backgrounds, the ability to adjust to new environments and challenges, strong

communication skills, often including proficiency in multiple languages, the ability to analyze complex situations and find creative solutions, a broader understanding of international business and cultural dynamics, studying abroad allows students to build a network of international contacts, opening doors to professional opportunities across the globe. International education offers a powerful framework for fostering youth development. By promoting cross-cultural understanding and equipping young people with valuable skills, various strategies can be implemented to leverage the potential of international education Supporting international collaborations in curriculum development, research, and innovation can enhance educational experiences and address global challenges. Funding and resources can be provided for joint ventures between universities, research institutions, and NGOs to explore solutions for issues like sustainability, conflict resolution, and public health. This fosters collaboration and knowledge sharing, benefiting students and faculty alike. Establishing internationally recognized standards and methodologies can promote consistency and quality in education across borders. This allows students to seamlessly transition between educational systems and facilitates recognition of qualifications across the globe. However, careful consideration is needed to ensure these standards are culturally sensitive and adaptable to diverse contexts [2].

Online learning platforms break down geographical barriers and offer greater accessibility and flexibility, allowing students from diverse backgrounds to participate in international programs remotely. Technological advancements facilitate virtual exchange programs, connecting classrooms across borders without the need for physical travel. This fosters crosscultural understanding and collaboration without geographic limitations. Blended learning - combining in-person experiences with online learning elements creates more engaging and cost-effective international education opportunities, catering to diverse learning styles and preferences [3].

Governments and international organizations can play a crucial role in promoting quality and accessibility in international education through: providing financial assistance through scholarships and grants removes financial barriers, opening doors for underprivileged students to participate in international educational experiences. Establishing clear policy frameworks and quality assurance mechanisms

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helps ensure consistent standards and legitimacy of international education programs, safeguarding student interests and promoting trust[4].

International education plays a critical role in shaping the future of our youth by fostering sustainable development. It equips young people with the knowledge, skills, and understanding necessary to thrive in a globally interconnected and rapidly changing world.

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INNOVATIVE LEARNING TOOLS: NEW IN THE WORLD EDUCATION

Innovative learning tools are not only about using the most modern technologies in the classroom or constantly catching up with the latest trends in education, they are teaching and learning methods. All of them are about using new learning strategies that

focus more on students. These innovative ones encourage students to actively join and interact with their classmates and you – the teacher – during lessons. Students will have to work harder, but in a way that better suits their needs and helps them develop faster. Unlike traditional teaching, which mainly focuses on how much knowledge you can impart to your students, innovative ways of teaching deeply explore what students truly take out of what you teach during lectures [1].

In our opinion, one of the best innovative learning methods is the use of artificial intelligence, which saves time searching for information. The main thing is to gain knowledge, and not to waste your efforts looking for information. I consider this a real breakthrough in science, because over the past year, when AI has gained its popularity, my life has become easier and there is more free time that I spent searching for information.

It is equally important to visualize what is being studied, because it makes it much easier to understand the material that you are given. There is a great difference between a dryly read report and a beautiful and bright presentation, which gives a clear understanding of what they want to convey to us. It is clear that the presentation also takes precious time, but there is an artificial intelligence that creates it, although this can be immediately noticed, because the information there may not be entirely accurate.

Educators must generate and comment on online educational content, encouraging students to analyze a topic from several angles in particular. Furthermore, while some students thrive in online learning settings, others struggle due to various factors, including a lack of support. For example, a student who has previously suffered in face-to-face circumstances may suffer far more in the current situation. These people may have been reliant on services that are no longer accessible. However, online education may provide difficulties for instructors, particularly in areas where it has not been the norm [2].

Who doesn't love combining games with learning? This is what innovation is all about. Several digital games have been launched that are educational and help you learn while having fun. Additionally, you can form groups and play games where every member learns something new. Another thing is that the nature is one of the best teachers. Associating things and learning with real-world examples or situations could

be an excellent way to imbibe a new concept. If certain subjects include places, you can visit them to learn about them in-depth [3].

As a conclusion, we can say that innovations in education will always be needed. Humanity is evolving, and so are the methods of teaching. Learning tools at the beginning of the 20th century and schools at the beginning of the 21st century are very different from each other, as evidenced by the words above. Constantly coming up with something new, we will sooner or later come to thorough forms of learning, which can make learning interesting and exciting. Now we need to delve into artificial intelligence, make a visualization of what is being studied, combine games and learning and make associations with something. Who knows, maybe these are the same best teaching methods, but we think they will come up with something new in the future.

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TRANSFORMING EDUCATION IN THE DIGITAL AGE: THE IMPACT OF SOCIAL MEDIA ON LEARNING, ACCESSIBILITY, AND INSTITUTIONAL CHANGE

The use of social media by the youth significantly increases access to information, facilitating interaction and knowledge exchange, making the educational process more open and democratic.

The educational potential of social media transforms traditional approaches to learning, giving students the opportunity for active participation in the educational process through content creation and sharing.

Gender differences and cultural peculiarities in the use of social networks highlight the importance of customizing educational materials and methodologies to account for the diversity of the student audience [1].

The change in sources of trust reflects a shift from traditional media to social networks as the main source of information for the youth, requiring educational institutions to adapt to new communication channels.

An informal source of information through social networks allows potential students to gain a deeper understanding of university life and culture, aiding in a more informed choice of educational institution [2].

New enrollment strategies using social networks open broader opportunities for student engagement, allowing universities to more effectively communicate their advantages and educational programs.

The integration of digital resources becomes not only an addition but a necessary part of the educational process, ensuring the availability of educational materials and resources to a wide range of students [3].

The impact of social media on the educational process opens new horizons for the development of flexible, interactive, and accessible forms of learning. These changes require educational institutions to be ready for adaptation and innovation to meet the needs of modern students and prepare them for effective activity in a dynamic world.

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PROFESSIONAL COMMUNICATION TRAINING
IN INTERCULTURAL INTEGRATION

Intercultural communication denotes the skill of effectively engaging with individuals from various cultures. Successful interaction across cultural boundaries necessitates both perseverance and sensitivity to differences in language, customs, thought processes, social norms, and behaviors.

While there are universal similarities among people worldwide, our distinctions truly shape our identities. In essence, communication involves the exchange of ideas and information through various means, whether verbal or non-verbal. Sharing knowledge with others demands an understanding of social norms, body language, and etiquette.

The ability to communicate adeptly across cultural borders is indispensable for the success of any intercultural or multinational venture. Furthermore, it contributes to

enhancing relationships by enabling meaningful two-way conversations, ultimately fostering mutual understanding among individuals with diverse backgrounds [5].

In the context of the workplace, effective intercultural communication plays a pivotal role in an organization's success. It serves as a catalyst for reducing employee turnover and fostering increased productivity and innovation. A diverse global workforce not only brings various perspectives and opinions but also contributes to a richer organizational environment. Additionally, embracing international food practices can serve as a unifying element, creating a shared experience among people from different cultures. This common ground contributes to building connections and promoting understanding among diverse individuals within the workplace [2].

Insufficient cultural awareness can result in ineffective farming methods. Local knowledge is crucial for successful agriculture, and when it is not complemented by insights from other cultures, farming practices may become inefficient. To efficiently learn and integrate best practices from various cultures, it is vital to grasp the perspectives and approaches unique to each culture. This understanding forms a crucial element of successful intercultural communication in the context of agriculture [2].

To wrap up the week, Professor Zhang presents a summary highlighting the benefits of engaging in an intercultural learning process, as outlined in the provided steps.

It's evident that we view intercultural education and learning as a dynamic process. Through active participation and reflection, we anticipate achieving our learning objectives:

1. Developing intercultural sensitivity and awareness, allowing you to approach, analyze, and resolve issues from the vantage point of cultural differences.

2. Cultivating intercultural attitudes, encompassing qualities such as tolerance, respect, curiosity, and empathy towards other cultures.

3. Acquiring cultural knowledge, comprising both general cultural understanding and specific cultural insights, with a focus on recognizing the subtle, often invisible, cultural elements analogous to the hidden part of an iceberg.

The ultimate aim of intercultural learning is to translate our enhanced awareness, attitudes, and knowledge into competence. This involves fostering flexibility and adaptability in intercultural communication [4].

A comprehensive understanding of both the theoretical and practical aspects of these principles is a fundamental and indispensable component of the intercultural competence toolkit for policymakers and public officials. It lays the groundwork for applying an intercultural lens to policymaking, allowing for a more nuanced and effective approach in addressing diverse perspectives and needs [3].

It should be noted that enhancing the value and market appeal of both your company and yourself requires adopting a mindset attuned to navigating the industry and comprehending cultural differences and diverse worldviews. Intercultural communication training stands out as a highly effective means to achieve this, and numerous international studies graduate programs offer avenues for such development.

As individuals align themselves with cultural sensitivity and intelligence, adjusting and adapting to the demands of their surroundings, companies are more likely to discover precisely what they seek—a culturally competent and highly sought-after business professional [1].

Effective and fact-based communication in diverse societies is grounded in the recognition that diversity is the standard, not the exception. This entails ensuring visibility for all communities and groups, highlighting their activities, and diversifying sources of information.

Highlighting diversity in institutional communication is essential for portraying a pluralistic image of society, raising awareness about the diverse population, and acknowledging its contributions to the common environment. This approach fosters an atmosphere of openness, encouraging the development of intercultural bonds. The choice of words plays a pivotal role in this process. Insights from various opinion leaders within minorities and other groups emphasize how specific words can perpetuate stereotypes, while others facilitate empathy, aiding in the understanding of diverse realities and the barriers faced by different segments of the population [3].

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**THE ROLE OF INTERNATIONAL EDUCATION
IN THE FORMATION OF GLOBAL LEADERS**

International education has existed throughout time and, throughout time, people have sought education elsewhere in order to better their lives, in order to contribute to their societies and communities, and in order to better equip themselves as citizens of their respective countries [1].

The precise scope of 'international education' continues to be questioned, but many follows, it reflects an entirely novel approach in broadened education that widens

perspectives, stimulates diverse connections, and boosts cross-border innovation and ideas. In other words, international education has been based on a number of reasons and goals, including human and institutional capacity structure, global knowledge and cultural exchange, and geopolitical and commercial gains.

One of the most recognized international student exchange programs is the European Community Action Scheme for Mobility of University Students. The "Erasmus" programm was originally established by the European Union in 1987. Its extended form is a broad umbrella framework which combines former EU's different schemes for transnational cooperation and mobility in education, training, youth and sport in Europe. Increasingly, it is also looking beyond Europe [2]. The Erasmus Scholarship Program, sponsored by the European Union, serves as vital function in promoting student collaboration among educational establishments from different countries. This effort not only builds professional and intellectual growth, but also stimulates multicultural exchanges among participants. According to statistics, over 13 million people have participated in Erasmus+ between 2014 and 2021, as a result to the engaged uptake of opportunities by staff, students, young people, and learners of all ages.

Erasmus+ gathers students from all over Europe. Given that this program fosters soft and hard skills in students, it activates the future huge potential for the development of their talents and professional growth. Many participants have ended up taking on leadership roles in multiple sectors as a result of their educational experience abroad and network of potential viewers, directing the rise of their respective communities and businesses.

Alexandra Pascalidou is a Greek-Swedish journalist, writer, and television/radio speaker. Erasmus+ was fundamental in Alexandra Pascalidou's career by providing her with the chance to combine her Greek and Swedish socioeconomic backgrounds enhancing her European identity. As a journalist, writer, and media personality, Pascalidou's cross-cultural interaction background and Erasmus+ experiences certainly affected her work, facilitating her to present her audience via an exclusive and fruitful viewpoint.

Erasmus had a significant impact on Gorden Wagener's career as a car designer. Wagener thanks to Erasmus with offering him the platform to go after his dreams, explaining that without it, he would never have been able to achieve what he sought in his professional life. This exchange diversified his scope of view, issued him to alternate viewpoints and design approaches, and eventually influenced his future in the motor vehicle sector [3].

Individuals are able to expand their perspectives and find themselves through international educational initiatives such as Erasmus+. As participants place in brand fresh surroundings, they strengthen their communication know-how and gain invaluable personal experience. Being presented to multiple approaches, especially from human interaction, expands overall educational experience and qualifies to face complex global issues with empathy and awareness. Besides, supporting dialogue and collaboration between domestic and international students enriches the academic lives for everyone considering every individual contributes a distinct standpoint and valuable accomplishments.

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PROBLEMS OF ADAPTATION IN THE AUDIOVISUAL TRANSLATION OF ENGLISH-LANGUAGE FILMS

Exploring the impact of cultural disparities on audiovisual adaptation reveals a complex and engaging field of study. Whether addressing the adaptation of diverse audiovisual content like movies, TV shows, or online videos, cultural nuances play a pivotal role in the adaptation process. Whether tailoring English-language films for foreign audiences or adjusting audiovisual material for diverse cultural contexts, recognizing and navigating these differences is crucial.

Challenges in the audiovisual translation of English-language films encompass both linguistic and extralinguistic factors. Linguistic barriers to quality translation have been extensively studied, with linguists examining both theoretical and practical aspects. Among the observed linguistic challenges, several are particularly prevalent:

1. Disregard for stylistic nuances: In detective series like "Bones", instances of awkward dialogue can occur, hindering effective communication of emotions. For example, a conversation between a female detective and a grieving mother may lack the intended sense of sorrow, leading to a disconnect with the audience. Instead of conveying poetic expressions of grief, viewers may hear blunt statements like "*Ви не мати*"- "*Ні я не мати*" (from original – "*You're not a mother*" - "*No, I don't*"), followed by a simple denial. A more suitable approach could involve using neutral yet culturally resonant phrases like "Ви не маєте дітей" - "Ні не маю". Additionally, literal translations may result in confusion, such as translating "I had adultery" as "*У меня був адюльтер*", which could be simplified to "*У меня був роман*" to avoid mixed interpretations [3].

2. Challenges in maintaining thematic coherence: Preserving thematic consistency in translation is paramount. For instance, translating the statement "In 1794, the first US restaurant opened in Boston" requires careful consideration to avoid distorting historical accuracy and the intended meaning. Adapting this expression into Ukrainian necessitates balancing accuracy and clarity, as seen in the example: "*У 1794 році в Бостоні відкрився перший ресторан у Сполучених Штатах*" [3].

3. Addressing polysemy appropriately: Translating terms with multiple meanings requires precision. For instance, rendering "*As a toothbrush Egyptians used twigs*" into

Ukrainian may lead to associations with specific plants not common in Ancient Egypt. Similarly, phrases like "*Until the 1700s, forks were thought unmanly*" may lose nuance in translation if not properly contextualised [3]. A more contextually appropriate translation is essential in such cases.

In addition to linguistic challenges, inadvertent mismatches between video footage and translated text can occur, leading to discrepancies in meaning. For example, in the series "*Sherlock*," a mistranslation of the British dish "*fish and chips*" in the Russian-language version as "*чіпси*" instead of "*смажена картопля*" creates confusion for viewers [3].

The complexity of semantic transfer underscores the need to assess the quality of audiovisual translation not only in terms of text comprehensibility but also with regard to its acceptability, accessibility, and convenience for viewers [1]. This pragmatic orientation towards the audience is evident in modern films through localization, where certain features of the original audiovisual product are adapted to a specific audience linguistically and culturally to avoid it feeling foreign [1, p.892]. A successful example of localization is the Ukrainian translation of the speech of one of the characters in the animated film "*The Secret Life of Pets*" (2016) using dialectical speech, which embodies the charisma of this character and creates a comedic effect.

For the Ukrainian audience, it may seem unusual to hear someone drink 1500 ml of liquid instead of one and a half litres ("*Bones*" series), and it is even more challenging to imagine how much cheese the average American consumes annually if the figure is given as 32 pounds. Similarly, it is difficult to grasp the concept of 4-inch heels worn by King Louis XIV ("*Epic History of Everyday Things*"). Such instances are best translated into familiar metrics for the target audience. However, localization should not distort the original product's content [2]. For example, in a Chinese translation, the description of a monstrous creature "*That is one ugly, mug-ugly lady!*" ("Madagascar 3") was transformed into a rather poetic but stylistically distant translation, which in Ukrainian would sound something like "*Ця жінка така потворна, що вона вразила б і Небеса, і Землю та змусила б богів і духів плакати*" [2, p.184].

In summary, while audiovisual translation aims to bridge cultural and linguistic gaps, it must be executed judiciously to preserve the essence and impact of the original

work. Neglecting plot intricacies or cultural nuances can result in inaccurate translations, highlighting the importance of linguistic proficiency and cultural understanding in the translation process. Ultimately, successful audiovisual translation requires a balance of linguistic expertise, cultural sensitivity, and creative adaptation to effectively convey the original message and emotional resonance to diverse audiences.

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INNOVATIVE APPROACHES TO LEARNING FOREIGN LANGUAGES (USING THE EXAMPLE OF ARTIFICIAL INTELLIGENCE)

In the era of globalization, innovative approaches to addressing certain challenges of humanity have become key. Thanks to cutting-edge technologies people can immerse themselves in virtual reality, generate images, quickly resolve their queries, and enhance the quality of life etc. Furthermore, through Artificial Intelligence (AI), society can acquire knowledge across various domains: economics, law, science, technology, medicine, education, and so forth.

Therefore, in my opinion, AI is a field of computer science in which mechanisms, similar to humans, can think, solve problems and generate ideas.

Two types of artificial intelligence can be distinguished: rule-based AI and machine learning-based AI. Rule-based artificial intelligence uses decision-making rules to create or propose a recommendation or solution to a given query. An example of this is an intelligent tutoring system, which can provide grammar and specific feedback to students. Machine learning-based artificial intelligence is much more powerful because machines can actually learn and improve over time, especially when they work with large multi-layered datasets. In education, machine learning-based artificial intelligence tools can be used for various tasks such as monitoring student activity and creating models that accurately predict student behavior outcomes [2. p. 51].

In the field of education, both teachers and students can use artificial intelligence. For example, teachers can use it to speed up the preparation of lecture materials or test assignments. AI can structure material and arrange it in a logical sequence for better understanding by students. Students, for their part, can use artificial intelligence to assess their level of knowledge, test their judgments or solve complex problems. Thus, the scope of using artificial intelligence during the learning process is wide and useful for both teachers and students.

The application of artificial intelligence plays a significant role in improving the process of teaching and learning foreign languages. Tools like Siri, Alexa, and Cortana can serve as assistants for teachers. With their help, students can better interact with course materials and have quick access to necessary information. These voice assistants enable the replacement of traditional handouts and make learning more personalized [1. p. 72].

One of the most popular resources used by learners is chatbots. For example, ChatGPT, where people can communicate with artificial intelligence to solve their queries. This tool can also be applied in learning a foreign language.

ChatGPT can provide language learning materials at different levels of learning, such as vocabulary lists, conversation exercises, grammar lessons and other language learning resources to be used at different stages of learning. In terms of on-demand learning resources, ChatGPT can provide a useful and convenient reference website with names, websites, profiles and more. Compared to traditional paper books and

training courses, ChatGPT offers learning materials that can be adjusted and assigned in difficulty to the individual learner's foreign language level [4. p. 79].

Teachers can also utilize ChatGPT to engage modern youth more effectively. One example of ChatGPT's personalisation capability is creating practice exercises that align with the learner's proficiency level, interests, and objectives. Such targeted practice activities can enhance learners' language abilities and bolster their learning motivation. Another advantage of incorporating ChatGPT into language learning is its ability to generate authentic language material. Language teachers, through ChatGPT, can produce authentic language resources, such as dialogues, news articles, or reading passages, for learners to engage with and learn from. This can boost learners' reading and comprehension skills and provide exposure to authentic language material for improving language proficiency [3. p. 349].

So, in conclusion, I would like to note that innovative approaches to learning foreign languages play an important role in modern education. The use of artificial intelligence, in particular, the ChatGPT, increases the quality and efficiency of learning, providing a creative and personalized approach to each individual. Students will be able to develop not only communication skills, but also logic, critical thinking, speed and adaptability. And teachers, in turn, will become a leader of digitalization in the educational process, which will allow to motivate young people to be educated and informed as much as possible.

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INTERNATIONAL EDUCATION IS A KEY FACTOR
IN SHARING THE FUTURE OF LEARNING

In an era marked by global interaction and interdependence, where geographical boundaries lose their meaning, where cultures merge and live together, where people change more living places during their lifetime, it has become crucial that people can live and work in different environments and cultures, making education and migration two closely related phenomena. The fusion of diverse cultures, views and educational systems not only enriches the educational experience, but also raises a generation of well-rounded citizens who can adapt to any conditions, in any environment.

International education is essential to success in today's global economy and geopolitical climate. Ukraine must increase its efforts to attract and retain the world's best and brightest and ensure domestic students have access to opportunities that keep them competitive and equipped to collaborate across borders. The effect will be of vital importance to Ukrainian foreign policy, diplomacy, innovation, national security, economic growth, and global competitiveness.

Discussing the prospects and strategies for the development of international collaboration in education, some aspects can be distinguished in several ways.

Globalization of Education

The contemporary educational paradigm is intricately entwined with the forces of globalization. The need for international perspectives in curriculum development is paramount, as students prepare to navigate a world where borders are increasingly blurred. A globalized education equips learners with the skills to comprehend, appreciate, and contribute to a culturally diverse society.

Innovations in Teaching and Learning

The transformative power of digital technologies in education is undeniable. In discussing the role of digital transformation, we explore how these technologies are transforming traditional educational paradigms. This development strategy, created by the era of the digital world, emphasizes the importance of technological literacy in a global context.

Digital Transformation in Education

The transformative power of digital technologies in education is undeniable. As we discuss the role of digital transformation, we delve into how these technologies are reshaping traditional educational paradigms. This section explores the challenges and opportunities the digital era presents and emphasizes the importance of technological literacy in a global context [1].

International Collaboration and Partnerships

Collaboration is at the heart of international education. Examining the importance of collaborative efforts among educational institutions around the world provides insights into the mechanisms that facilitate knowledge sharing, cultural understanding, and collaborative research initiatives. Effective partnerships become catalysts for academic excellence and institutional growth. In addition, international experience will provide a perspective for changes and improvement of the education system in Ukraine [3].

Language and Cultural Competence

Knowledge of the language and cultural competence are integral components of a well- constructed international educational experience. This perspective of international education emphasizes the crucial role of these skills in developing effective

communication, and intercultural understanding, and preparing students for successful functioning in a multicultural world [2].

In conclusion, international education stands at the crossroads of cultural diversity and technological advances. The highlighted perspectives and strategies demonstrate the richness of the international education system. Looking ahead, it is important to embrace the challenges and opportunities of international education to raise a generation that is not only academically well-educated but also globally conscious and socially responsible. The dynamic nature of international education is not only a reflection of our interconnected world but a catalyst for shaping his future.

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INNOVATIVE LEARNING TOOLS: NEW
IN THE WORLD EDUCATION

Interactive storytelling platforms combine elements of traditional storytelling with interactive multimedia features to create engaging learning experiences. Instead of passively consuming content, students actively participate in the story, making decisions that shape the narrative and outcome. These platforms often integrate text, images, audio, and video to immerse learners in the storyworld.

One example of an interactive storytelling platform is Twine, a free and open-source tool that allows users to create nonlinear stories with branching pathways. With Twine, educators can design interactive narratives that explore various topics, from history and literature to science and social issues. Students can navigate through the story, making choices at key points that influence the direction of the plot.

Innovation Tools to Magnify Your Thinking Process. Learning goes hand in hand with your perceptions and thought processes. One learns something better when the concept is easy to comprehend and extends their thinking process simultaneously [1].

Audio and Visual Tools. Targeting a person's senses is always a smart idea. Audio and visual tools like recorded videos, modules, infographics, mapping, etc., are great ways to engage an audience completely. Moreover, visuals tend to stick in long term memory, making learning easy and impactful.

Field Trips. Nature is one of the best teachers. Associating things and learning with real-world examples or situations could be an excellent way to imbibe a new concept. If certain subjects include places, you can visit them to learn about them in-depth.

Creative Workshops and Live Sessions. There is no better innovation tool than workshops. With face to face learning and exposure to new people and hands-on experiences, one can learn a lot about novice subjects and even things beyond them. They help a person interact with different people and get inspired by them, cultivating new and innovative ideas in oneself.

Play and Learn. Who doesn't love combining games with learning? This is what innovation is all about. Several digital games have been launched that are educational and help you learn while having fun. Additionally, you can form groups and play games where every member learns something new.

Innovative technologies in education make learning more accessible to everyone. With flexibility, personalization and access to a variety of online resources, students can learn anytime and anywhere, according to their individual needs and learning styles [2].

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THE IMPACT OF ACADEMIC MOBILITY ON CAREER DEVELOPMENT

The paper focuses on academic mobility, which helps students gain important skills needed for global careers in a worldwide job market. In addition to all the advantages of this program, the problems associated with determining courses are also considered.

The concept of student exchange programs first gained traction in the aftermath of World War I. The devastation caused by the war prompted educators and policymakers to seek avenues for promoting peace and international cooperation. In response to this, the idea of sending students to study abroad emerged as a means to bridge cultural gaps, dispel stereotypes, and cultivate a sense of shared humanity. The internationalization have number of positive academic, career, intercultural, personal, and social benefits for students undertaking a study abroad venture, including marketable skills such as: accepting international values and beliefs, adapting to unfamiliar situations, boosting

one's sense of adventure; building confidence and increasing self-awareness; communicating across cultural and linguistic boundaries; deepening learning and inspiring rigor, detecting ethnocentrism; encouraging solidarity; engaging in active observation, enhancing civic-mindedness; facilitating intellectual growth; fostering empathy; practicing reflexive understanding; preventing stereotypes and prejudice; showing cultural humility; tolerating ambiguity [2].

The conventional motive for engaging in overseas education was the chance to enhance proficiency in a second language. Numerous students opt for studying abroad to improve their language skills, thereby increasing their competitiveness in the job market. Immersing oneself in a culture where the target language is predominantly spoken leads to significant advancements in language acquisition that are not achievable within a classroom environment. European integration is a voluntary commitment by Ukraine to modernize its higher education system in order to bring it closer to European education [1]. In embracing European integration, Ukraine not only aspires to meet the benchmarks of the European Higher Education Area but also aims to cultivate a culture of continuous improvement and innovation within its educational institutions. By aligning with European standards, Ukraine positions itself as an active participant in the global knowledge community, contributing to the collective pursuit of academic excellence and the advancement of society as a whole.

One of the organizations that make it possible to participate in academic mobility is Erasmus. Erasmus Program, is an initiative established by the European Union to promote international cooperation in the field of higher education. Through Erasmus, students enrolled in higher education institutions across participating European countries can spend a part of their studies or engage in an internship abroad. In addition, organizations facilitate the learning mobility opportunities for students, education staff, trainees, apprentices, volunteers, youth workers and young people [4]. This not only provides them with the chance to experience different cultures and educational systems but also promotes the development of language skills, intercultural awareness, and a broader perspective on their academic discipline.

However, even under such conditions, there are problems with supporting joint programs. These include: difficulties in recognizing students' grades, differences in the

procedures for solving general questions, difficulties in issuing joint diplomas on time [3]. The recognition of courses taken during academic mobility can be inconsistent and may vary between institutions. Differences in academic standards, curricula, and evaluation methods can complicate the seamless integration of international experiences into a student's academic journey.

These challenges highlight the need for collaboration among institutions engaged in joint programs to ensure a smoother and more efficient integration of international experiences into a student's academic study. In order to solve this problem, institutions must engage in ongoing dialogue to align administrative procedures and provide comprehensive support to students.

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TRANSLATION IN THE DIGITAL AGE

The internet has given rise to a new form of communication that is distinct from traditional written and spoken language. The Internet is one of the most remarkable things human beings have ever made. In terms of its impact on society, in ranks with print, the telegraph, television, the automobile, railways and electric power. In recent years the Internet has become to dominate our lives. E-mail, instant messaging is replacing usual forms of correspondence. How is this affecting language? There is a widespread view that as 'the cospeak' comes to rules, standards will be lost [1, p. 48].

The development of translation technology has accelerated in the digital age. Machine translation using neural networks and AI is transforming the industry. Machine translation has proven to be a huge advantage, demonstrating impressive capabilities (with most translations requiring only minor adjustments). However, the need for human supervision depends on the nature of the content being translated and the scope of the

Computer-assisted translation (CAT) tools like Trados, MemoQ, Memsource are widely used by professionals to increase productivity. These tools leverage translation memories to reuse previous translations [4].

Neural machine translation (NMT) has made rapid advances in recent years, approaching or exceeding human parity for some language pairs according to research [2, p. 3]. It is undoubtedly attractive for its speed and economy, which delight even the most demanding people. However, it is extremely important to carefully evaluate NMT to ensure that it meets the specific requirements of our projects.

NMT models such as Google Translate, DeepL, SYSTRAN allow instant translation of texts. However, high accuracy still requires human post-editing.

Advantages of NMT over traditional rule-based MT include fluency, handling of syntax, and translating complete sentences. Limitations include handling ambiguity and medical/technical terminology.

Online services like Gengo, One Hour Translation provide access to human translators online, combining translation memory tools with expert linguists. Useful for rush projects [3].

Crowdsourced translation platforms like Translated, Gengo leverage a network of freelancers. Provides quick turnaround but variable quality. Translation companies are increasingly adopting NMT, cloud-based tools, API integration to optimize translator workflows. Big data and adaptive NMT allow models to learn. NMT has enabled new use cases like website localization, real-time voice interpretation apps, digital assistant localization. Reduces time and cost.

Language coverage remains a challenge. Most NMT development has focused on high-resource languages like English, Chinese, Spanish, French, German. Low-resource languages lag behind.

There is no doubt that technology has had "a significant impact" on language in the last ten years. AI will not replace human translators entirely but augment and enhance their productivity. Human judgment still required for high-stakes, creative translations. Hybrid model likely. Thus, we fully embrace and recognize the incredible benefits that machine translation brings to our tasks by applying a deep and detailed approach to its application.

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INTERCULTURAL DIALOGUE AND LANGUAGE

In an era marked by global connectivity, the intersection of intercultural dialogue and language becomes increasingly pivotal. It delves into the dynamic interplay between diverse cultural backgrounds and linguistic expressions, exploring the nuanced impact on communication within our interconnected world [5]. As societies navigate the complexities of cross-cultural interactions, understanding the symbiotic relationship between intercultural dialogue and language acquisition emerges as a key determinant of successful communication strategies.

Intercultural dialogue is an open and respectful exchange of views between individuals, groups of different ethnic, religious and linguistic origins and heritage based on mutual understanding. It is carried out at all levels - within one society, between European societies, between Europe and the wider world. Engaging in conversations between different cultures fosters the development of shared values. This paves the way for a harmonious environment where various cultures can interact respectfully and productively in today's interconnected world [1, c. 1-4].

A profound comprehension of cultural diversity necessitates not only linguistic proficiency but also a heightened awareness of the socio-cultural contexts that shape language use. As language serves as a medium for expressing cultural identity, the study endeavors to elucidate the ways in which intercultural interactions contribute to the evolution of language itself [3, c.105].

The reason for the spread of national and cultural communities in Ukraine was the opportunity, provided during the years of the country's independence. During Ukraine's independence, the country experienced an increase in national and cultural diversity due to the freedom to express and embrace one's ethnic identity. This has led to the creation of a distinct cultural landscape where the cultures of different ethnic groups are more prominent than during the Soviet era [4].

Moreover, the examination of language in the context of intercultural dialogue extends beyond mere communication; it delves into the realms of diplomacy, education, and interpersonal relationships. Different studies seek to identify the implications of language dynamics on international collaborations, cross-cultural negotiations, and the exchange of ideas, emphasizing the need for a nuanced understanding of linguistic diversity in these contexts [2, c.3-13].

So, the profound impact of cultural diversity on language evolution and its implications in diplomacy, education, and interpersonal relationships, stressing the need for a nuanced understanding of linguistic diversity in international collaborations and cross-cultural negotiations

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A CHALLENGE FOR INTERNATIONAL STUDENTS: LANGUAGE BARRIER

International students face various challenges when studying abroad, and one prominent obstacle is the language barrier.

Language barriers can significantly impact academic performance. Understanding lectures, participating in class discussions, and completing assignments become more challenging, affecting grades and overall learning experiences. Writing essays and reports in a second language can be particularly demanding, leading to academic struggles [1; 3].

Many international students encounter prejudice and discrimination due to their sense of isolation. This isolation stems from their discomfort in engaging with their group mates during seminars or lectures.

In some aspects international students face with mixed feelings that are easily determined and when combined with all these feelings like loneliness, anxiety and being on your own, not being understood or lacking equal opportunities for communication with their peers, this can lead to mental health or psychological disorders [2; 3].

In conclusion, language barriers present considerable challenges for international students. However, with proactive measures from educational institutions and the determination of students, these hurdles can be overcome. Recognizing and addressing language barriers contributes to a more inclusive and enriching educational experience,

fostering a supportive environment for all students, regardless of their linguistic background.

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IMPORTANCE OF ACADEMIC MOBILITY

Academic mobility and internationalization play pivotal roles in shaping the modern educational landscape by fostering cross-cultural exchange, enhancing global collaboration, and preparing students for an increasingly interconnected world. Here's a brief overview of their importance. Cultural Exchange and Understanding: Academic mobility allows students, scholars, and educators to immerse themselves in different cultural contexts, fostering mutual understanding, tolerance, and appreciation for diversity. This exchange of ideas and perspectives contributes to building a more inclusive and harmonious global community [1].

Enhanced learning opportunities are crucial to the study process. It is important to emphasize that internationalization broadens educational horizons by providing access to a diverse range of academic programs, research opportunities, and teaching

methodologies. Exposure to different learning environments challenges students to think critically, adapt to new situations, and develop a global mindset [2].

Academic mobility this is the school of life that every student in the world has to experience, as I do now. Experiencing successful academic mobility in Japan, particularly at Toyo University in Tokyo, offers a transformative educational journey characterized by cultural immersion, academic excellence, and global connectivity. My successful academic movement at Toyo University in Tokyo, shows how foreign education can change lives by promoting academic greatness, cultural exchange, and global responsibility. Toyo University is committed to creating a truly global learning environment. One way it does this is by supporting academic movement and internationalisation through a variety of projects and programmes.

Future trends in academic mobility and internationalization point towards increased virtual exchange, emphasis on inclusivity, sustainability, and collaboration. Technological advancements will enable virtual mobility, allowing students to engage in cross-cultural experiences remotely [3]. Efforts to promote inclusivity will focus on removing barriers to access and ensuring equal opportunities for all students [2]. Sustainability will become a priority, with initiatives promoting environmental stewardship and global citizenship [4]. Collaboration among institutions, governments, and organizations will drive innovation and knowledge exchange [5]. Overall, these trends reflect a shift towards a more interconnected, inclusive, and sustainable approach to academic mobility and internationalization.

In conclusion, academic mobility and internationalization are essential components of the modern educational landscape, facilitating cross-cultural exchange, enhancing learning opportunities, and fostering global collaboration. As we look towards the future, trends such as increased virtual mobility, emphasis on inclusivity and sustainability, and collaboration among institutions are poised to shape the evolution of academic mobility and internationalization. By embracing these trends, educational institutions can prepare students to thrive in an increasingly interconnected and diverse world, while contributing to the advancement of knowledge and understanding on a global scale.

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THE RIGHT TO EDUCATION: INTERNATIONAL AND NATIONAL DIMENSION (IN THE CONTEXT OF THE ANALYSIS OF INTERNATIONAL AGREEMENTS AND NATIONAL REGULATORY AND LEGAL ACTS)

Today, education is an integral part of any society and an important prerequisite for its development. Education is not only an indicator of general culture, but also one of the elements of modernization and improvement of the functioning of the state and its authorities. Education is the key to a person's internal personal growth, increasing his intellectual potential and the path to self-realization. All this determines the importance of paying special attention to the issue of ensuring and protecting the right to education

in Ukraine and the world. Ukraine, as a democratic state, recognized new guidelines and fundamental values closely related to human rights from the point of view of the international community. Among them, ensuring and guaranteeing the right to education became a priority issue.

It should be emphasized that the right to education is a positive right, since its existence creates a positive obligation for the state. This is a network of preschool education institutions, a system of comprehensive schools, vocational and technical and higher education, a system of professional development, and support for postgraduate education, guaranteeing equal opportunities for the development of public and private educational institutions, guaranteeing equal access and obtaining free education on a competitive basis in state higher education institutions, the right of national minorities to develop the system of national education, including in state and joint educational institutions [2, p.11].

Recognition of the importance of people's cultural rights, including the right to education, has led to their strengthening at international and national levels. The Universal Declaration of Human Rights is one of the well-known and very important international sources of ensuring the basic rights and freedoms of people and peoples, and in world practice it is the main one. It is necessary to pay attention to this as a basis, phenomenon. Therefore, Article 26 of the Universal Declaration of Human Rights provides for the right to education for all. Here it was decided that education should be aimed at the full development of the human personality and the promotion of respect for human rights and fundamental freedoms. Mutual understanding, tolerance and friendship between peoples, races and religious groups should be promoted, and the work of United Nations agencies to support peace should be encouraged.[2]

Today, the right to education is also regulated by many other international treaties. The International Covenant on Economic, Social and Cultural Rights of the United Nations of December 16, 1966 (hereinafter - the Covenant) clarifies some issues so meaningfully of Article 13 of the Covenant. The countries that approved the provisions of the Act decided to recognize them at the same time, recognize everyone's right to education. The content also shows that education should be aimed at ensuring the common good. At the same time, this agreement also established the obligations of

states to ensure the realization of the right to education, etc.[3]. The next important document worth paying attention to from the point of view of guaranteeing the right to education was the "Convention against Discrimination in Industry". Law on Education of December 14, 1960 (hereinafter referred to as the Convention) [4]. Limitation of people on the basis of race, skin color, sex, religious and political views, nationality onal or social origin, economic situation and other personal characteristics in connection with certain normative acts, if it turns out to be a negative and destructive social phenomenon, prevents the establishment of the main mandate of the rule of law. Therefore, if we analyze the provisions of this Convention, we can say that its main goal is to "eradicate" all manifestations of discrimination in the educational process and ensure equal access to education for all.

In addition to the mentioned international norms, it is worth noting the Joint Declaration of the Ministers of Education of European countries dated June 19, 1999 "The European space in the field of higher education", the provisions of which demonstrate the understanding of European societies of the importance of education, especially higher education, and the recognition of the importance of the right to education. This statement can be confirmed by the provisions of this Declaration that the primary importance of education and educational cooperation for the development and strengthening of stable, peaceful and democratic societies is widely recognized [5].

The issue of the right to education is also reflected in other legislative documents: Laws of Ukraine "On Higher Education" dated January 17, 2002 No. 2984-III [13], "On General Secondary Education" dated May 13, 1999 No. 651-XIV [7], dated February 10, 1998 "On Professional - technical and technical education" No. 103/98 [8]. For example, Article 4 of the Law on Higher Education of the Law of Ukraine provides that citizens of Ukraine have the right to higher education. The legislator defined the right of citizens to obtain higher education free of charge in state and communal higher educational institutions on a competitive basis within the limits of higher education standards, provided that they have previously achieved a certain educational and qualification level. It also provided for the right of foreigners, refugees and persons in need of additional protection to access higher education[6].

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REIMAGINING EDUCATION

Education, the bedrock of progress, is undergoing a dramatic transformation fueled by a surge of innovative learning tools. These tools are not mere passing trends; they represent a significant shift, transforming passive learning into active engagement and static classrooms into dynamic hubs of exploration. This essay will delve into the

transformative potential of Artificial Intelligence, Virtual and Augmented Reality (VR/AR), game-based learning, collaborative tools, and robotics in revolutionizing how we educate future generations.

Immersive Learning with VR/AR

VR/AR technology acts as another transformative force, transporting students beyond the confines of a classroom [1]. Imagine exploring the pyramids of Egypt alongside a virtual archaeologist or dissecting a virtual frog in a 3D anatomy lab. VR/AR allows students to experience historical events firsthand, conduct immersive simulations, and visualize complex concepts in a way that traditional textbooks simply cannot (Forbes). This interactive learning environment ignites curiosity, fosters deeper understanding, and promotes a lifelong love of learning.

Learning Through Play with Games

Learning doesn't have to be a solitary, monotonous endeavor. Game-based learning injects a dose of fun and healthy competition into the educational experience [2]. A powerful example is Minecraft Education Edition, a game that transforms students from passive observers into active participants in virtual worlds. Here, they can explore historical landmarks, build functioning ecosystems, or even design intricate circuits, all while encouraging critical thinking, problem-solving, and collaborative skills [5]. As they navigate challenges and strive towards in-game objectives, students develop a sense of accomplishment and a deeper understanding of the subject (Edutopia).

Minecraft Education Edition goes beyond simple memorization. It fosters creativity and resourcefulness as students design and build structures. It encourages collaboration as they work together on projects, fostering communication and teamwork skills. The open-ended nature of the game allows students to explore their interests and experiment with different approaches, making learning an engaging and enjoyable process.

Collaboration Across Borders

Collaboration is a vital skill in today's interconnected world, and innovative learning tools are facilitating its development. Online collaborative tools allow geographically dispersed students to collaborate on projects, share ideas, and provide real-time feedback [3]. This fosters a sense of community, hones communication skills,

and teaches students the value of teamwork (Edutopia). Imagine a group of students from different countries collaborating on a climate change project, leveraging the power of technology to learn from diverse perspectives and develop solutions for a global challenge.

Building the Future with Robotics

Finally, robotics programs are introducing students to the exciting world of Science, Technology, Engineering, and Mathematics (STEM) through a hands-on approach [4]. Building and programming robots allow students to apply theoretical knowledge to real-world scenarios, fostering problem-solving skills, creativity, and critical thinking (Carnegie Mellon University). As they grapple with the challenges of coding and robot design, students develop valuable technical skills that will prepare them for the jobs of tomorrow.

In conclusion, innovative learning tools are not simply supplementing traditional education; they are fundamentally reshaping it. From personalized AI tutors to immersive VR experiences, these tools make learning more engaging, effective, and accessible. As technology continues to evolve, the possibilities for transforming education are truly limitless. This learning revolution holds immense potential to empower future generations with the knowledge, skills, and creativity needed to tackle the challenges of the 21st century and beyond.

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**MODERN APPROACHES AND INNOVATIVE TECHNOLOGIES
OF DEVELOPING COMMUNICATIVE COMPETENCE
IN A FOREIGN LANGUAGE**

The advent of 3D digital environments symbolizes a whole new paradigm in proficiency development by providing the opportunities to learners to practice their newly learned language through situations/stories/episodes with authentic cultural influences. It is possible to bring static knowledge to life with the help of creative use of technology, particularly VR, ITS, and adaptive learning platforms, which convert formerly static concepts into communication skills. Unlike reductionist one-dimensional lectures on grammar or lines that made us laugh because how grammatical they are but otherwise carried no cultural content, these technologies put the learners in contact with normal language-related activities with embedded cultural contexts and meanings. Learners can refine their personal vocabularies or use speech recognition software to analyze their practice speech and identify weaknesses in communication, that they might want to develop or improve from, to help them achieve their individual communicative goals. The multiplayer language interactions created with peers in their second language not only promote active participation but also enable virtual time-free socialization that frees practice of the language inside or outside physical or governing constraints. Moving towards learner-based and future-oriented learning empowered by technology that enriches communicative capacities is a certain effective way to attain

cultural agility that is necessary for accelerating foreign languages learning fluency and achieving native-like social and professional register.

Exploratory approach to teaching entails learning intellectually active lessons that develop curiosity. Students, thus, develop self-reliance, and learning becomes a need within them. Through the help of Class VR, kids can go for virtual trips and they can visit anywhere on this planet, even the impossible places at any time and all that with captivating real-time footage for free right in the classroom. The use of innovative ways to teach foreign languages by means of digital technologies makes possible to carry on wider and deeper the development of all skills for communication. To model real world intercultural communication and speech practice, this approach integrates different technologies like VR - Virtual Reality, AR - Augmented Reality, AI - Artificial Intelligence and gamification. In line with adaptive learning, course authorship moves from instructor-centered to a learner-centered platform, accommodates the learning needs of the learners and promotes autonomy and meeting real communicative intentions. Speaking and listening skills which are facilitated by media (i.e. songs, books, movies, etc.) that portray language in context aids the application of grammar rules. By considering innovative strategies, new directions for principally achieving the objective of effectively using another language for building intercultural communication are revealed.

These technologies bring static knowledge to life, converting concepts into practical communication skills. They allow learners to refine their vocabularies, analyze their speech, and identify areas for improvement to meet their individual language goals. Multiplayer interactions also promote active participation and socialization unconstrained by physical or temporal boundaries.

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DIGITAL DISRUPTION IN EDUCATION: 21st CENTURY LEARNING

The emergence of digital technologies has brought about a significant revolution in education, ranging from virtual classrooms to online courses. We have a special chance as educators to use these resources and tools to improve our efficacy in the classroom. Education is undergoing a digital transition that is giving teachers access to powerful new tools and resources that will help them enhance student learning, improve teaching methods, and even better prepare their students for success in the workforce. This essay will examine a few ways that the digital transformation of education can strengthen the positions of educators.

The key advantages of e-Learning are as follows:

Cost-Effectiveness: There can be large financial savings when e-learning is used in classrooms. It eliminates the need for traditional textbooks, paper-based tests, and instructional supplies. Furthermore, since there are no physical space restrictions, a greater number of pupils can be accommodated. Improved Cooperation and Exchange of Information: Beyond geographical limitations, e-learning encourages collaboration between educators and students. Interaction is facilitated by online discussion boards,

virtual classrooms, and collaboration tools, which let students exchange ideas, take part in debates, and work on group projects.

Adaptability and Availability: The flexibility that e-learning provides to teachers and students is one of its main benefits. With the freedom to access instructional materials whenever it suits them, learners are no longer limited by time or place. It also accommodates different learning styles and lets people study at their own speed [1].

Moreover, virtual reality classrooms and real-time collaboration have made online learning more immersive and dynamic than it has ever been thanks to technology breakthroughs. It is obvious that online education will continue to have a big influence on how we approach education as we go toward the future of learning [2].

Using electronic tools or platforms to teach pupils, such as social media, multimedia, and mobile phones, is what is meant by a "digital classroom." The use of digital technology in education has improved and changed the educational landscape of today. Digital learning is an approach to education that uses technology to meet all of the curriculum's requirements while giving students the opportunity to learn quickly. Students use laptops, tablets, Chromebooks, and other technological or internet-connected devices. Rather than having students take notes on what the teacher has taught, the majority of the curriculum is given to them online via an interesting and dynamic platform. Education is fundamentally a form of communication, despite its numerous elements [3].

All things considered, the digital revolution in education has the potential to completely change the field by allowing universities to offer their students a better, more easily accessible education through the promotion of digital literacy, student-centered learning and improved educational results. These cutting-edge learning tools are influencing the direction of education in the future. Teachers may build dynamic engaging and productive learning environments that equip students for success in the digital era by incorporating these technologies into their practices and institutional initiatives.

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DIFFICULTIES OF SIMULTANEOUS INTERPRETATION

There is a type of interpreting activity - consecutive interpreting, when a specialist recreates the speaker's statement in the interpreter's language at the moment of pause. This means that the interpreter first listens and analyzes, and then pronounces the translated and adapted text. And with simultaneous translation, according to an ASL-English interpreter and interpreter educator from Canada Debra Russell, the interpreter recreates the speaker's statement at the same time as the interpreter. This type of translation is used when accompanying forums, conferences and other large events, when it is necessary to ensure the mutual understanding of hundreds of attendees. The simultaneous translator does not wait for a pause, but continuously translates the speaker. In a few seconds, he must convey not only the meaning of the words, but also the tone, nuances and intonation of the person standing on the podium. A simultaneous interpreter must remember synchronously, focus on the speaker's speech and listen to

his own translation. If he does not have much time, it is better to prefer his own names, numbers, abbreviations, technical vocabulary and syntactical difficulties. The most time in such a hurry should be given to the beginning and end of the text, as errors here are most memorable to listeners [5, 135-137]. Perhaps the most difficult role falls to the synchronist when he has to deal with uncertain and ultra-fast sources of the language being translated. This includes, for example, slide commentaries and video films being increasingly used today as visual aids at international conferences.

In accordance with Ofer Tirosh, an Israeli entrepreneur, the founder of a leading provider of translation services: psychologically speaking, the conditions of a synchronist's work are very difficult. The interpreter is not visible, is anonymous, and is therefore naturally seen as part of the conference equipment or service. While you are interpreting what the speaker has just said you are also listening to the speaker's next phrase and analysing it to deliver it in the native language of your audience. The process continues until the speaker stops speaking. All this requires strict concentration [4].

Simultaneous interpreter does not have enough time to select the right words and build an imputed statement. An interpreter has to pronounce the translation at the same time as the speaker, who can not always boast of oratorical art. It is surprising, however, how much the participants of international meetings and contacts themselves do not understand or greatly underestimate the work of those who give them the opportunity not only to communicate and get to know each other, but also to develop and sign documents and agreements.

In Europe, before conferences or forums, speakers are obliged to submit their reports to the organizers, so the synchronists can get to know in advance what the person will talk about. In Ukraine, this is rather an exception. Sometimes one gets the impression that the speaker did not prepare the speech at all and begins to fantasize on the fly. Even in Ukrainian, it is difficult to understand what he means, and how to translate it? "It is easiest to translate a person who has a good, literate language. But it happens that a person vaguely formulates a thought, cuts off a sentence. Then you have to isolate a dry extract of thought, predict what the person wanted to say, and translate. That is, to convey the meaning, says the simultaneous interpreter Olena Petlyovana. — It is also important to consider who is speaking: American or British. After all, the same

phrase in British English and in American English can have different meanings. It happens that important international negotiations have to be stopped in order to clarify a certain concept. The translator must also be a diplomat. Some things are better not to be translated at all, or to be explained in other words, in order to avoid a scandal " [2].

However, a scandal due to an inaccurate translation is not the worst that simultaneous translators risk. First of all, they risk health. During the experiment, scientists proved that the pulse of a synchronized translator reaches 160 beats per minute, while that of a weightlifter at the moment of lifting the barbell is only up to 140. But the barbell is just raised and then lowered, but here you have to talk constantly. That's why synchronists almost always work in pairs — they have to change each other every 15-20 minutes. Otherwise, the articulatory apparatus is exhausted. So if a person works for more than an hour without replacement, at some point the brain may simply give up [1, 10 c.].

Fluency of delivery is measured through the following indicators:

1. Unfilled pauses of more than 3 seconds that are not present in the source text. These lengthy silences may be unpleasant to listen to in terms of fluency and may point to the interpreter's difficulty in performing his task. The audience may also sense that they are not receiving trustworthy information.

2. Filled pauses which are vocalised hesitations such as "eh", "ehm" and "mmm". As withunfilled pauses, these signal the interpreter's difficulty in performing their task and can also be detrimental to the trust between the interpreter and the audience.

3. Language errors is an extremely broad category, including a number of indicators which were measured separately, but due to their low rates of occurrence are more informative as a group: a) False starts – these occur when interpreters interrupt the translation of asentence and start a new one. This may result in misinterpretations and deviations. b) Unfinished sentences. c) Pronunciation and phonation errors. d) Repairs – when interpreters give a new rendition of a source segment they have already translated. e) Repetition of a word or group of words without any rhetorical or stylistic significance. f) Linguistic interference of the source language (in this case English) – the result of the auditive influence of the source language or source text on elements of the target text that results in a deviation from the norms of the target language [3, c.4].

Thus simultaneous interpreting requires a high level of stamina and adequate training to be able to develop the translator's speech reactivity. It can be stated that the "choice" of a simultaneous translator consists only in the appropriate professional training, which, as is known, is necessary for any specialist. Mental tension and physiological discomfort that are constantly felt by simultaneous interpreters, make it possible to compare this specialization with the profession of a test pilot.

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ADVANTAGES AND DISADVANTAGES OF EXCHANGE PROGRAMMES

In light of globalization in the twenty-first century, businesses are seeking employees with skills that would make them more competitive in the international arena. Hence, the graduates of universities need to have the ability to interact with people from other cultures and different backgrounds[4] to be successful in the international labor market. They are required to work in multicultural teams and speak other languages. This creates new challenges for institutions of higher education[5].

One of the most effective methods of developing an international experience is for students to join a student exchange or study abroad program for a semester or two. Such programs help students be multilingual individuals with intercultural competencies and develop lasting friendships in other countries contributing to world peace[3].

Students that take part in exchange programs frequently find the experience enjoyable and beneficial[1]. But still, before going abroad many students are eager to know what are the advantages and disadvantages of such experience. One of the main benefits of an exchange program is the opportunity to learn a new language. Immersion in the local culture and living with native speakers are the best ways to improve your language skills. Furthermore, mastering a second language is a highly valued skill in the job market. And without a doubt, this is one of the main positive points[2].

The exchange also offers the chance to develop personal skills, such as independence, adaptability and self-confidence, resulting in great personal growth and maturity. Therefore, when facing challenges in an unfamiliar environment, students learn to adapt to new situations, make decisions and deal with unforeseen circumstances[2].

Trying new things will help students to come out of comfort zone. Studying in completely new environment, working with new people, from different countries, speaking second language will develop such key skill as adapting easily to new situations and overcoming hard circumstances. Speaking of disadvantages of studying abroad one of the main obstacles is financial cost. A majority of students do not apply

to an exchange program if there is no financial support[1]. After all, students have to pay for expenses such as air tickets, accommodation, food and school fees[2].

Moving to a new country and entering a new culture can be very challenging. Many students may be confused or stymied by the differences they encounter especially during the first month of their visit. Many students end up experiencing some degree of "culture shock"[1].

Administrative difficulties such as visa requirements, university bureaucracy or difficulty with the equivalency of courses taken may also deter students from joining an exchange program. Countries having difficulty attracting exchange students should spend a significant effort to reduce such problems[1].

Universities in both developing and developed nations use student exchange as the first mechanism to increase collaboration between universities. It is also used to attract full-time international undergraduate students for increased tuition income and to lure graduate students for a stronger research program. The presence of international exchange students in a university improves the diversity in the classroom and the interaction of students with different cultures, developing the intercultural competencies of the students and helping them become global citizens. In the long run, such a program aids trade between the countries and contributes to good relations, to understanding between nations and eventually to world peace[1].

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INNOVATIVE TEACHING AIDS: INNOVATIONS IN MODERN EDUCATION

The theory of innovation in education is an emerging area of educational knowledge that focuses on the nexus of three key educational processes: creation, mastery, and application of new ideas. Simply put, innovation theory examines how the development, acquisition, and integration of new ideas are integrated. Within the education system, innovation theory represents a dynamic process involving activities, environments and the introduction of innovations. The study of innovation systems considers three main dimensions: social and economic, psychological, and organizational-managerial. These dimensions shape the overall climate and conditions in which innovation occurs, either facilitating or impeding the process. It is important to note that creativity is not a spontaneous event, but rather a consciously managed effort. Integrating new ideas represents an important managerial task in this context [1].

Innovative teaching methods go beyond simply incorporating the latest technology into the classroom or keeping up with educational trends. They include teaching and learning approaches that favor learner-centered strategies. The aim of these methods is to actively engage students and promote interaction between classmates and the teacher during lessons. They require students to put forth more effort, but in a way that aligns

with their individual needs and allows for faster growth. Unlike traditional teaching, which primarily focuses on the amount of knowledge imparted to students, innovative teaching methods delve into the actual understanding and retention of the material presented during lectures [2].

Over the years, there have been significant educational developments and innovations in teaching and learning in the school environment and in individual capacities. These changes have affected teachers' teaching and student learning. The modern world is developing rapidly, and education is not left behind in this process. New learning tools are revolutionising the learning process, enabling students to acquire skills and knowledge in an efficient and engaging manner [3].

Artificial intelligence has great potential for use in learning and education, especially for personalised learning, automatic assessment, virtual assistants, data analysis and prediction, virtual and augmented reality, and automatic content creation. These innovations have the potential to improve the quality of education, develop students' creativity, adapt learning to students' needs, and provide greater access to information.

So, innovative learning tools are transforming modern education, making it more exciting, effective and accessible. The use of virtual reality, mobile applications, interactive whiteboards, video and audio materials and cloud technologies provide students with new opportunities to acquire knowledge and develop skills. The use of these innovative tools in education has the potential to transform the traditional education system and provide students with a more active, engaged and interesting learning experience.

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INNOVATIVE TOOLS IN EDUCATIONAL PROCESS

The world has been constantly changing throughout its existence, but we live in an era of rapid technological development. And we must constantly adapt to new changes in every aspect of our lives, otherwise it will simply pass us by, and we will lose a lot of new and useful things. And due to the rapid development of technology, students are increasing their needs in educational processes. Some of the educational tools that were popular and useful for our parents are not in the same condition now, they may be less effective than the new ones we have recently received, or even unsuitable for some students of this generation. We will not discuss the obvious changes in the attitude of this generation of students to education and why this is happening. But we must recognize the fact that the educational system must keep up with the times and constantly evolve to provide the best possible educational experience. We will examine several innovative tools, outline their potential benefits, and provide some considerations for proper and effective use.

I'll begin this exploration with Virtual Reality (VR) and Augmented Reality (AR). Virtual reality takes a person into an artificial world through 360 vision, in which the environment is completely changed. Augmented reality overlays digital information on top of the real world, allowing students to interact with complex ideas in a hands-on way. I see the use of these technologies as an encouragement to the subjects of study, a good addition to the overall program of study. According to a study [1], these technologies certainly provide a deeper understanding and increase student motivation.

Although, of course, they should not be abused, as it can be harmful to both the physical and moral condition of students

Next, let's look at the potential of AI in the field of education. We hear about them from every corner, and for good reason: if used wisely and with good intentions, they can improve almost every aspect of life today, and the educational process is no exception. AI-powered smart tools are changing the way people learn. For example, adaptive learning platforms can change what and how fast students learn to make it better for each student. Also, chatbots using AI can help students all the time with basic questions. This makes it easier for teachers and helps students learn how to do things on their own. In addition, AI can look at student information to see where they can do better. This helps teachers change how they teach and help students who are not doing well. The controversial aspect of AI for students is that it is very comfortable and easy to get used to. Students save their time by submitting their homework to a bot, and it gives them a perfect answer in just a few seconds, which in turn disrupts the educational process of the individual. Or, over time, many students no longer search for information themselves, but simply entrust this task to a bot, which does not always send true and relevant information, which ultimately disrupts critical thinking. And while these are serious problems for the current generation of students, and they require the regulation of bots for students, using AI wisely can greatly improve the educational process [2].

In addition, let's examine some of the most perspective innovations - digital game-based learning (DGBL) and gamification. DGBL uses digital games that have been specifically designed for educational purposes. These games help students learn by allowing them to explore and work through problems in a virtual world. Using these games makes students active learners. They don't just get information, they make their own knowledge while playing. DGBL also taps into people's inner drive. Fun in games makes people want to learn and overcome problems [3].

Gamification takes a different approach. It doesn't have to be full games, but parts of games, like points or challenges, can be used in class or homework to make it more enjoyable. Adding fun and competition to learning makes it more interesting and gets students to do what they should be doing. For example, in a history course, you can give out badges for reading literature or participating in online discussions. There have been

studies that have confirmed that gamification helps to increase student motivation, participation and retention [4].

And while DGBL and gamification have great potential as innovative tools, they have some troublesome aspects. Basically, it should be understood that the development of effective DGBLs requires significant investment in development. Gamification, if implemented poorly, can seem gimmicky and fail to achieve the desired results. Educators need to take great care when integrating such tools into the educational program and ensure that they meet the learning objectives. Finally, some students may have a negative reaction to game-based approaches.

In conclusion, we have examined several innovative tools, highlighted their potential benefits and discussed their correct and effective use. They can help teach and engage students better. But how well they work depends on how they are used in teaching and learning programs. Therefore, it is very important to add them wisely to support rather than replace other teaching methods.

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MODERN APPROACHES AND INNOVATIVE TECHNOLOGIES FOR THE DEVELOPMENT OF COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE

Today I would like to share with you important aspects of developing communicative competence in a foreign language, focusing on modern approaches and innovative technologies that help achieve this goal.

Communicative competence, the ability to effectively communicate and interact in a language environment is a key skill in the modern world, where international cooperation and cultural exchange are increasingly important. For this reason, developing language skills in a foreign language is a priority task for many educational institutions and educators [1].

One of the modern approaches to teaching foreign languages is interactive and contextual learning. Instead of learning the language separately from its practical application, students have the opportunity to interact with the language in real situations, developing not only lexical and grammatical aspects but also skills in understanding and using the language in real life.

Another important aspect is the use of innovative technologies in education. The development of online resources, mobile applications, and interactive virtual platforms provides students with the opportunity to learn anywhere and anytime, as well as promotes the individualization of the learning process, taking into account the needs of each student individually [2].

For example, online communication platforms that use artificial intelligence technologies can provide personalized educational content and analyze speech errors, helping students improve their skills. Research suggests that technology can play a positive role in developing communicative competence in a foreign language, but it is

important to use technology in a way that is complementary to other teaching methods [3].

All of these innovative approaches and technologies not only make the learning process more effective but also stimulate interest in learning a foreign language and contribute to the development of a broader and deeper understanding of the cultural context in which it is used.

In conclusion, I would like to call for further research and implementation of modern approaches and innovative technologies in teaching foreign languages. Only through continuous improvement can we ensure effective development of communicative competence and prepare the younger generation for successful interaction in the global world.

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GAMIFICATION IN EDUCATION: HOW GAME ELEMENTS INCREASE STUDENTS' INTEREST

In today's educational context, when distance learning has become the norm, gamification plays a crucial role among the technologies that help to intensify the learning and cognitive activities of participants in the educational process. Even recent studies have shown that 95% of adolescents aged 13-16 play computer games [1]. So,

an important question arises: how to use gaming technologies in the educational process for the benefit of participants?

The term "gamification" first appeared in 2008 and gained wide recognition by about 2010 [3, pp. 12-15; 2, p. 29]. Despite its novelty, gamification has already become a key technology in education. It is defined as "the practice of making an activity more like a game in order to make it more interesting and enjoyable" [4].

The introduction of game elements in education helps to increase students' cognitive activity, generate interest in knowledge, and develop learning motivation and initiative. As an example, we can provide the language learning apps. In a language-learning app, students earn points and level up by completing vocabulary quizzes and grammar exercises. As they progress, they unlock new lessons and challenges, encouraging them to engage with the material regularly and actively.

A math teacher creates a virtual scavenger hunt where students must solve math problems to unlock clues and progress through the game. How do you think that would influence the learning process? One of the key aspects of gamification is to stimulate intrigue and intrinsic motivation. According to the study by Deterding S. (2011) [2], gamification creates a sense of achievement and satisfaction for students, which leads to a deeper focus on the learning process. It stimulates an internal desire to learn new material and overcome difficulties.

Additionally, gamification in education implements the principles of autonomy and power over one's own learning. According to the theory of Thomas Malone (1981) [5], creating conditions for independent choice of learning paths allows students to feel more confident and responsible. Gamification provides an opportunity to choose a path, develop interests, and unleash one's potential.

Effective use of gamification also includes elements of narratives and stories. Can you imagine the situation when a geography teacher designs a Kahoot quiz based on a virtual journey around the world. The quiz is divided into different stages, each representing a different continent or geographical region. As students progress through the quiz, they encounter questions about geographical features, landmarks, and cultures of the places they "visit" on their journey. The narrative structure of the Kahoot quiz transforms the learning experience into an adventure, captivating students' attention and

encouraging active participation. James Gee's (2003) study [3] points to the power of storytelling in generating interest and creating a relaxed perception of information. Gamification of lessons that includes engaging stories turns the lesson into an adventure that students will remember and seek out.

Technological innovations such as virtual reality and simulations are expanding the possibilities of gamification. According to a study by Steinkuehler C. (2012) [6], the use of immersive technologies allows for the creation of realistic scenarios that make abstract concepts accessible and understandable to learners.

To summarize, gamification in education contributes not only to increasing students' interest, but also to creating sustainable motivation, independence, and an exciting learning environment. These factors not only ensure students' success in the modern world, but also open the door to a more creative and innovative future.

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YOUTH IN A GLOBAL WORLD. EMPOWERMENT THROUGH INTERNATIONAL EDUCATION

International education is becoming more and more accessible and popular, opening many prospects for development to young people. Advantages of international education: 1) broadening of the worldview: getting to know new cultures and education systems promotes the development of global thinking and tolerance, 2) increasing competitiveness: a diploma from a prestigious foreign university gives advantages in the labor market, 3) learning foreign languages: the language environment promotes fast and effective language acquisition, 4) establishment of international relations: getting to know people from different countries of the world become the basis for further cooperation and career development.

Young people have more opportunities for choice and more freedom, and are more critical and demanding of hierarchical organizations. The desire for individual freedom is also manifested in the sphere of personal morality, ethics and public behavior. The task of the state is to help every young citizen to consciously choose his own path. The most active, ambitious, enterprising and achievement-oriented youth are 14-18 years old. During this period, the sphere of professional interests is determined, as well as the first attempts to interact with the governance system and public institutions. At the age of 18-24, young people already have certain material resources. This is a time of searching for ways of self-realization and manifestations of activity, opportunities for integration into society outside of close friends and family, finding the first permanent workplace, showing entrepreneurial initiative, a period of risky behavior and vulnerability, when young people overcome the first serious failures and learn adaptive behavior. This is also a time to consolidate leadership skills. The age of 24-29 is the period of marriage, the birth of the first child, the completion of the transition to the labor market, and the period of the most risky behavior for young people. At the age of

29, young people fully enter adulthood, acquire obligations, and clearly define the sphere of their interests and preferences [1].

Strategies for youth development through international education: giving young people the opportunity to study in other countries, cooperation with foreign universities to develop joint programs and projects, providing financial support for talented and motivated students, conducting educational campaigns and counseling young people. In the modern conditions of development and digitization of social processes, it is the youth who actively promote the ideas of digitalization and informatization of trade union work, organize information and campaign campaigns in social networks aimed at protecting the rights and interests of working people, and contribute to increasing the level of communication between trade union organizations and trade union members [2].

Youth in transition today shape urbanization trends, civil society, and needs of the aging across the spectrum. As tomorrow's potential leaders, today's youth are challenged by violence, climate change, shifting family structures, and intergenerational transmission of poverty, educational disadvantage, and gender discrimination. Highly vulnerable to the health threats of injury, substance abuse, sexual risk, and mental illness, their choices and the consequences of their behaviors not only shape individual trajectories but also influence the fate of entire societies and nations [3].

International education has the potential to empower young people to become responsible and active citizens of the world. By promoting cross-cultural understanding, developing essential skills and expanding opportunities, international education empowers young people to shape a more peaceful, stable and just future for all.

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EXPRESSING EMOTION VIA THE CONCEPT OF THE HEART

Proverbs and sayings play an important role in the transmission of collective wisdom from generation to generation. In them, people reflect their attitude to nature, wildlife, social and historical experience of their ancestors, express their worldview, moral norms and aesthetic ideals.

This work analyzes the image of the heart in set expressions (proverbs, sayings, metaphors, etc.) on the basis of ideas about this organ that emerged in British culture.

When designating people's internal subjective experiences, phraseological combinations can be used that indicate a particular feeling and, accordingly, a particular emotional sphere. Often in the texts of fiction, inanimate objects are brought to life, for example, the heart.

The concept of the heart has long been associated with a range of emotions, serving as a symbol of love, passion and deep feelings. Expressing emotions through the metaphor of the heart can convey a deep and intuitive experience.

V. F. Voinot-Yasenetsky tells us: "In everyday life we have to hear that the heart 'suffers', 'hurts' and 'rejoices', 'feels', etc. Thus, the heart has become a kind of feeling organ, and an extremely subtle and universal one at that" [1].

Let's look at a few examples of phrases with the word "heart" in the sense of an emotional organ: 1) to learn by heart - this phraseology is used to mean to study a text very well. It can be assumed that this phraseology was formed on the basis of feelings. Trying to learn some material, we pass it through ourselves, through our emotions, thoughts, and try to feel it; 2) cry your heart out - this phraseology means "to cry a lot". That is, to cry from strong emotional experiences, and until they are dulled or pass. The lexeme "heart" (enthusiasm, inspiration) became the basis for the formation of one phraseology I found: be of good heart, which means to be cheered up, inspired, amused, that is, to experience emotions that will bring us into a state of high spirits. You can also

express how happy you are through phraseology using the heart: "*So she was there to meet them and thought her heart would burst with happiness as she hugged them all tight*" [4, p.217]. You can also confess your love with the help of such an important part of our soul and body: "*I only know that my heart is jumping all over the place and I really think. I love you too.*" [4, p. 337].

Structural features are actualized in the following phrases: 1) from the bottom of my heart, which means to speak sincerely about something. This linguistic example indicates the somatic object's membership - the bottom of the heart. 2) with your heart in your mouth - literally "with your heart in your mouth". This phraseology is used in situations where it is necessary to say that someone is very nervous about something so much that the heart jumps to the throat and blocks access: *"What she saw stopped the heart in her throat"* [4, p. 395].

Conclusions. As we can see, idioms containing the word "heart" can have different meanings, but often they reflect an emotional state, a characteristic of a person. The use of the heart as a metaphor provides a rich language that evokes memories to convey the depth and complexity of human emotions, making the experience more vivid and connected.

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THE POWER OF INTERCULTURAL DIALOGUE
AND LANGUAGE IN TODAY'S GLOBAL LANDSCAPE

In an interconnected world where borders are becoming more porous, and communication is instantaneous, the importance of intercultural dialogue and language cannot be overstated. As students gearing up to face the challenges of the 21st century, understanding the dynamics of diverse cultures and mastering multiple languages is not just an academic pursuit but a key to unlocking a future of global collaboration, innovation, and mutual understanding.

One of the most exciting aspects of intercultural dialogue is the melting pot of diverse perspectives. As students engage with peers from different cultural backgrounds, they are exposed to a rich tapestry of traditions, beliefs, and customs. This exposure broadens their horizons and fosters an environment where creativity and innovation thrive. The exchange of ideas between individuals with distinct cultural lenses often leads to more comprehensive solutions adaptable to the complexities of our global challenges [2]. Language is the gateway to culture, offering a profound insight into a society's intricacies. Beyond the mere exchange of words, language encapsulates a people's nuances, histories, and identities. Proficiency in multiple languages enhances students' ability to navigate the global landscape, fostering effective communication and promoting cross-cultural empathy. Learning a language is not merely about vocabulary and grammar; it is a journey into the heart of a community, enabling students to connect with others on a deeper, more meaningful level [3].

Intercultural dialogue and language learning actively contribute to breaking down stereotypes and dismantling preconceived notions. As students engage in open conversations and immerse themselves in diverse linguistic and cultural experiences, they challenge stereotypes that perpetuate bias and misunderstanding. Breaking down stereotypes is crucial to fostering a more inclusive and tolerant world, where individuals

are valued for their unique perspectives rather than being confined to narrow stereotypes. In the rapidly evolving global landscape, being a responsible global citizen is not just a choice but a necessity. Intercultural dialogue and language proficiency equip students with the skills to navigate the complexities of our interconnected world. By developing cultural sensitivity, adaptability, and open-mindedness, students become catalysts for positive change, creating a more harmonious and united global community.

The fusion of intercultural dialogue and language emerges as a powerful force shaping the future. Beyond the academic realm, these elements pave the way for a more interconnected, understanding, and cooperative world. By embracing the diversity surrounding us and mastering the languages that bridge our differences, students become ambassadors of unity, fostering a future where collaboration transcends borders and cultures. In the words of Nelson Mandela, "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart [1]". So, as students, let embark on this journey of dialogue and language, bridging worlds and hearts for a brighter tomorrow.

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INNOVATIVE TEACHING AIDS: INNOVATIONS IN MODERN EDUCATION

The modern world strives for continuous development, and education is its main road. Every day, the requirements for the education system are growing, and it must be not only effective but also adapted to the needs of modern society. After all, modern education is facing unprecedented challenges, including rapid technological change, the growth of complex problems and global challenges. In this context, innovative learning tools are becoming a key factor in determining the direction of education development [1].

Digital technologies are opening up new horizons for learning and facilitating the creation of interactive and engaging learning environments. From the use of interactive whiteboards and online platforms to virtual and augmented reality, which I will discuss later, digital tools are turning the learning process into an exciting journey into the world of knowledge. They allow you to create individualised learning programmes and provide access to learning materials anytime, anywhere. In other words, they not only provide access to information from anywhere in the world, but also change the approach to learning and assessment. The use of computers, tablets, software and online resources is becoming an integral part of the modern classroom in any country [1].

One of the most exciting innovations in modern education is the use of virtual reality (VR) and augmented reality (AR). These technologies allow learners to delve deeper into the learning material, even if it is remote in time or space. They make learning more interesting and engaging, promoting understanding of complex concepts and developing creative thinking [3].

Innovative learning tools facilitate the transition from the traditional lecture model to active learning, where students become active participants in the process. Methods such as problem-based learning, project-based learning and teamwork allow students to develop critical thinking, creativity and communication skills. They provide an opportunity not only to acquire knowledge but also to use it in a variety of situations [2].

Innovative learning tools help to personalise the learning process, allowing each learner to study at their own pace and interest. Adaptive curricula, interactive exercises

and group projects help create a learning environment that is tailored to the individual needs of each learner [2].

Innovative learning tools also promote collaborative learning. The use of videoconferencing, online collaboration platforms and social media encourages collaboration between learners and collaborative problem-solving. Innovative learning tools also facilitate global collaboration and knowledge sharing between students and teachers from different countries. From videoconferencing and international projects to collaborative online courses, these tools help create an international learning community where ideas and experiences are shared freely and openly [3].

Innovative learning tools are opening up new opportunities to transform modern education. They allow us to create dynamic, interactive and global learning environments that meet the needs of modern society. The integration of these innovative tools not only enriches the learning process, but also promotes creativity, critical thinking and readiness for the challenges of the future. In this light, innovation is the key to the successful transformation of modern education, which prepares a new generation of leaders and innovators [3].

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THE IMPACT OF INNOVATIVE TECHNOLOGIES ON ENHANCING COMMUNICATIVE COMPETENCE IN INTERNATIONAL EDUCATION

In today's interconnected world, international education plays a pivotal role in shaping individuals' global outlook and fostering cross-cultural understanding. With the rapid advancement of technology, innovative tools and platforms have significantly transformed the landscape of education, particularly in enhancing communicative competence. This essay explores the influence of innovative technologies on the development of communicative competence in international education, focusing on their role in facilitating language learning, cultural exchange, and collaborative interaction [1].

Innovative technologies offer a myriad of resources for language learners, enabling them to engage with diverse linguistic content and practice communication skills. Language learning apps, such as Duolingo and Rosetta Stone, provide interactive exercises and personalized feedback to learners, promoting active participation and proficiency development. Additionally, online language exchange platforms, like Tandem and HelloTalk, connect learners with native speakers worldwide, fostering authentic communication experiences and cultural exchange. These tools not only enhance learners' linguistic competence but also cultivate their intercultural sensitivity and adaptability.

The advent of virtual communication platforms has revolutionized the way international education is conducted, breaking down geographical barriers and enabling seamless interaction among students and educators across the globe. Video conferencing tools, such as Zoom and Skype, facilitate real-time communication and collaboration, allowing students to engage in virtual classrooms, group discussions, and collaborative projects with peers from diverse cultural backgrounds. Through these platforms, students develop not only language proficiency but also intercultural

communication skills, as they navigate different communication styles and cultural norms [2].

Innovative technologies have also paved the way for collaborative learning experiences in international education. Online collaborative platforms, like Google Workspace and Microsoft Teams, provide students with opportunities to work together on projects, presentations, and assignments regardless of their geographical locations. By collaborating with peers from diverse cultural backgrounds, students develop their communicative competence through negotiation, compromise, and effective teamwork. Moreover, these collaborative projects foster cultural awareness and empathy, as students learn to appreciate and respect diverse perspectives and experiences.

Gamification techniques and immersive learning environments leverage innovative technologies to engage students actively in language acquisition and cultural immersion. Language learning games, such as Kahoot and Quizizz, transform mundane exercises into interactive and competitive challenges, motivating students to practice and master language skills while having fun. Virtual reality (VR) simulations and augmented reality (AR) applications offer immersive cultural experiences, allowing students to explore foreign cultures, landmarks, and customs firsthand. By incorporating gamification and immersive learning into international education, educators can enhance students' communicative competence while fostering a sense of curiosity and exploration [3].

In conclusion, innovative technologies have significantly influenced the development of communicative competence in international education, offering diverse opportunities for language learning, cultural exchange, and collaborative interaction. From language learning apps and virtual communication platforms to online collaborative projects and immersive learning experiences, technology has transformed the way students engage with foreign languages and cultures. However, addressing access and equity issues, as well as ensuring pedagogical alignment and student well-being, are crucial considerations in harnessing the full potential of technology for enhancing communicative competence in international education. By leveraging innovative technologies effectively, educators can empower students to become proficient communicators and culturally competent global citizens in the interconnected world of the 21st century.

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LANGUAGE POLICY IN THE CONTEXT OF GLOBALIZATION

Language policy is a combination of ideological principles and practical actions aimed at regulating language relations within a country or directing the development of a particular linguistic system [2. p. 94]. Globalization – the development of closer economic, cultural, and political relations among all the countries of the world as a result of travel and communication becoming easy [4].

Since every language is in a process of development, it faces a danger due to globalization processes, particularly the loss of national identity and spirituality by its speakers. Therefore, the issue of preserving one's language gains significance in comprehensive processes as a unique human phenomenon that unites the experiences of generations and serves as a means of regulating social and interethnic relations. [1. p.

43]. It is important to understand that linguistic diversity fosters cultural exchange and mutual understanding among different nationalities and groups, which is a crucial aspect of supporting harmonious interethnic relations. Thus, the preservation of linguistic diversity becomes not only a cultural but also a social and political necessity.

In the era of globalization, one also frequently encounters statements about the demise of the nation-state. It is argued, then, that con- temporary social processes, notably in the fields of labor and culture (including identity processes), develop in "transnational" networks no longer responding to "national" dynamics of labor division and identity categorization (see, e.g., Castells, 1998, for a discussion). This is partly true, but again we need to differentiate between the nation and the state. It may well be that a classic, modernist project of national- ism becomes far more difficult to accomplish under conditions of globalization, and that consequently, the traditional nation is on its way out [3. p. 17].

Furthermore, amidst the discourse surrounding the potential decline of the nation-state in the face of globalization, it is essential to recognize the distinction between the nation and the state. While the traditional nation-state model may face challenges in the globalized world, the importance of preserving linguistic diversity transcends national boundaries.

In essence, nurturing linguistic diversity and promoting language learning are not only cultural imperatives but also social and political necessities. By valuing and supporting languages in the era of globalization, societies can uphold their unique cultural heritage, enhance intercultural dialogue, and build bridges across nations and communities. Thus, concerted efforts to preserve and promote languages are essential for fostering inclusivity, understanding, and cooperation in our globalized society.

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PROTECTION OF CIVILIANS IN ARMED CONFLICTS UNDER INTERNATIONAL HUMANITARIAN LAW

Protection of civilian population is the cornerstone of international humanitarian law providing a robust framework within which civilians and civilian objects have to be secured. Thus, civilians and all those who are not taking part in hostilities must on no account be attacked and become a subject of armed violence [2]. Nevertheless, the reality is much more rigid as innocent people frequently die during wars and fall victims of prohibited treatment such as starvation, terror, torture, mutilation and many other types of violence.

The legal basis for protection of civilians is laid out by the fourth Geneva Convention of 1949, Additional Protocols I and I of 1977 and international customary law rules [4].

These frameworks contain the principle of proportionality and distinction aimed to provide protection to individuals who are not or no longer taking direct part in hostilities. These principles have become more crucial currently since the vast majority of victims of war in armed conflicts across the world are civilians.

Although international humanitarian law prohibits direct attacks against civilians, it accepts that an attack on a legitimate military target may cause civilian casualties. In such a way, the function of the principle of proportionality is to limit potential damage to civilians. The principle demands that the least amount of harm is caused to civilians, and when harm cannot be avoided, it needs to be proportional to the military advantage. Nonetheless, it is impossible to state exactly when an attack caused incidental loss of life or damage that is disproportionate. It depends on the interpretation of the circumstances prevailing at the time, the expected military advantage obtained by striking a particular military objective, the information about the presence of the civilian population that the attackers actually had or could expect, and other considerations [1].

When it comes to the next principle – the principle of distinction implies the distinguishing of all those involved in armed actions on those who participate in hostilities and those who do not or no longer do it. On the contrary to combatants and others who take part in hostilities, civilians enjoy general protection against danger arising from military operations and may not be made the object of attack. Direct attacks against civilians as well as civilian objects are considered as war crimes and grave breach of humanitarian law [3].

However, despite the existence of an international legal framework, civilian protection during armed conflicts remains a constantly urgent issue. The reason is not inadequate regulation, but rather low compliance with it [2]. A number of factors contributing to the ongoing struggle to protect civilians exist and cause various challenges. Among these are non-state actors, contemporary warfare, new technologies and many others.

Therefore, along with adapting provisions on protection of the civilians according to modern conditions, the international community should endeavor to eliminate the risk of armed conflict in general by promoting conflict prevention, diplomacy, peacebuilding and accountability for violations of international humanitarian law as well as entire international law.

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TRANSLATION AS A KEY ASPECT OF INTERNATIONAL EDUCATION: LINGUISTIC AND GRAMMATICAL CHALLENGES

International education is becoming increasingly accessible and popular, blurring the boundaries between countries and cultures. In this field, translation plays a key role in facilitating communication and mutual understanding among people with different linguistic backgrounds.

Researching linguistic differences and challenges faced by translators when translating between different languages. This may include semantic differences, syntactic structures, lexical variations, and other aspects.

Mastering the art of translation is a long and arduous process. An experienced translator possesses accumulated expertise, style, and approach, along with a profound sense of language and translational thinking. They have a deep understanding of social, historical, scientific, and cultural phenomena and aspects of the country whose language they translate. Moreover, they have a thorough command of theoretical knowledge and practical skills in translation [2].

Translators typically enter their profession either by choice or circumstance. While formal academic qualifications are not mandatory, job postings for translators often seek graduates with professional credentials and at least three years of experience.

When translating literary texts, their pragmatic aspect acquires special importance, combined with other elements of translation that largely determines the effectiveness of the translation process since it is pragmatics. Modern linguists consider pragmatics in connection with sound-imagery means, antonomasia, prognostic texts, poetic translation, contamination, language personality, language portrait, newspaper headline features, demonological vocabulary, etc [1].

The process of translation is a communicative act that involves a variety of roles and participants (translator, client, author of the source text, author of the target text, user of the target text, final recipient of the target text) [3].

Examining cultural aspects that influence translation, such as expressions, linguistic idioms, myths, and stereotypes, which may require adapting the text to fit the cultural context.

Reviewing innovative technological tools that facilitate translation, such as machine translation, computer translation programs, technical aids, and other tools. Exploring methods and teaching strategies that promote the development of translation skills in an international educational environment, including academic programs, training courses, and practical exercises.

In conclusion, the field of translation plays a crucial role in international education by bridging linguistic and cultural gaps. Whether individuals enter the profession deliberately or by chance, mastering the art of translation requires a combination of theoretical knowledge, practical skills, and a deep understanding of both source and

target languages. Translators navigate linguistic differences and challenges while considering the pragmatic aspects of the text, ensuring effective communication across borders. Cultural aspects also significantly influence the translation process, requiring translators to adapt the text to fit the cultural context. Additionally, the advancement of innovative technological tools continues to shape the landscape of translation, offering new possibilities and challenges. Overall, exploring linguistic, cultural, and technological aspects of translation contributes to fostering effective communication and mutual understanding in the international educational environment.

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VIRTUAL REALITY (VR) AND AUGMENTED REALITY (AR) IN EDUCATION

Virtual Reality (VR) and Augmented Reality (AR) represent two of the most exciting technological advancements in the field of immersive learning, fundamentally transforming educational landscapes across the globe. By merging the digital and physical worlds, VR and AR technologies offer unparalleled opportunities for

enhancing the educational experience, making learning more engaging, interactive, and effective.

You can do things in realistic VR worlds that aren't feasible in a classroom, including shrinking down to take an interactive tour of the human body or viewing Earth from orbit. Students can experiment with more than 250 virtual lab simulations, for instance, using Labster's virtual lab platform, which enables them to carry out a wide range of experiments safely. We can also use augmented reality (AR) to superimpose digital features on top of actual classroom objects. In the classroom, this may be a very helpful method of making topics come to life. For instance, Froggipedia is a hands-on augmented reality application that guides students through the process of studying a frog's internal parts without requiring any actual dissection. Experience-based learning enhances students' learning quality and boosts knowledge retention by up to 90%, according to research [1].

Augmented and Virtual Reality (AR/VR) technologies are also being explored for their potential to enhance social and emotional learning (SEL) in K-12 education. These tools can offer safe, judgment-free environments for students, particularly those with autism or social anxiety, to practice and improve social skills through repeated practice. VR simulation games are also highlighted for their effectiveness in building teamwork and other SEL skills. Despite the promise, the high cost of VR hardware remains a barrier to widespread adoption. However, advancements in mobile technology could make AR more accessible, and there's growing optimism among educators for AR/VR's future role in education [2].

Nevertheless, the AR and VR education sector is changing rapidly due to several major themes. These patterns reflect changing technology and student and instructor needs. The top AR/VR in education trends are:

1. Immersive learning experiences: AR and VR are being used to create immersive learning environments that engage students hands-on. Immersive experiences can improve knowledge and recall of complex subjects by imitating real-world circumstances.

2. Gamification of Education: AR and VR are increasingly used in educational content. This strategy uses games' motivation to make learning entertaining and engaging, enhancing student involvement and outcomes.

3. Personalized Learning: AR and VR technologies are personalising learning by adapting to each student's needs, talents, and learning pace. These technologies' real-time feedback and difficulty adjustments enable this trend.

4. Collaborative Learning Environments: AR and VR are increasingly used to enable remote student collaboration. This trend emphasises the importance of social contact in learning and AR and VR's ability to build community and teamwork.

5. Accessibility and Inclusivity: AR and VR instructional tools are being made accessible to all students, including those with disabilities. This trend towards inclusion entails creating flexible material and interfaces to ensure equal educational opportunities [3].

All in all, the integration of Virtual Reality (VR) and Augmented Reality (AR) into education represents a significant leap towards immersive learning, offering dynamic, engaging, and personalized educational experiences. These technologies not only make learning more accessible and interesting but also hold the potential to revolutionize both teaching and learning processes by facilitating complex concept visualization, enhancing student engagement, and supporting diverse learning styles. Despite challenges such as cost and accessibility, the continued evolution and integration of VR and AR in educational settings promise to transform traditional learning environments, making education a more interactive, engaging, and effective experience for students around the world.

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WHAT MAKES A GOOD HEADLINE TRANSLATION?

If you think that translating headlines sounds like an easy task that can be solved by a simple word-for-word translation, you are sadly mistaken. Translating texts is not an easy task in itself, because of the differences in languages, cultures, etc., it is practically hard to convey the same message foreign author tried to put in his text, so if translation in itself is not a cakewalk - translating headlines is not an easy task at all. Moreover, since headlines are essentially advertising in nature, enticing readers to read a particular text, the task is more complex than it may seem [3]. So, what makes a good translation of a headline?

The title precedes the text, occupies the main position and carries certain information about the content and its author's assessment. The reader almost never reads a publication in its entirety; instead, he or she chooses what is interesting to him or her based on the headlines. So, we can immediately identify 3 key elements of a good headline: informative, expressive and, of course, relevant to the content of the text [3]. Making a good headline is not an easy task in itself, let alone translating it, so let us have a look at translations of headlines from English to Ukrainian and draw some conclusions about how well the authors of the translation managed to translate certain headings. Let us look at article by CNN called *"Putin's miscalculation has cost Russia*

dearly" [4]. This is a great headline, which first of all, attracts readers, because it sounds quite challenging, even those who, upon seeing this will fundamentally disagree - still at least go to read what the article is about, and this is the main purpose and goal of the headline. Now, let's see how was it translated into Ukrainian - *"Головні прорахунки Путіна у війні проти України: у CNN вказали на помилки диктатора"* [1]. First of all, we see that the authors decided to immediately simplify the translation of the headline by adding *"у CNN вказали на помилки диктатора"*. This way they gave themselves an opportunity to make a literal translation, because it is a direct reference to the title of the original source, which was done. However, we can also see that this phrase was added in order to attract more Ukrainian readers, because oriented to the mood in Ukraine, and consequently its inhabitants - a dry headline as it was, would have sounded too formal and would not have carried the emotive function that a headline should evoke [3]. That is, in addition to the informativeness and correctness of the transfer of the brief content of the text, in order to get the right title, it is also necessary to take into account the emotionality, which is the transfer of the author's assessment of the object of translation. In our case, on the part of Ukraine, translation into Ukrainian, the emotion in the translation of such news should be brightly emphasized.

Now, let's take a look at another example of a headline translation. The online media outlet NK Pro published a news story with the following headline: *"Russian ship rejoins North Korea weapons trade, only for operation to go on hold"* [5]. This article refers to the fact that the supply of North Korean weapons to Russia has been suspended and the possible reasons for this [5]. The Ukrainian online media outlet Ukrainska Pravda translated the article and the headline read: *"ЗМІ: Північна Корея призупинила постачання боєприпасів до Росії морським шляхом"* [2]. If Ukrainska Pravda were going for word for word translation, it would have sounded more like: *"Російський корабель повернувся до торгівлі зброєю з Північною Кореєю, але лише для того, щоб призупинити операцію",* but they went in a different direction, why? This happened for several reasons, the most interesting being that Ukrainian does not have similar phrases of speech to English, and a literal translation in this case would not make both logical and linguistic sense. For this reason, the part of the English headline

"only for operation to go on hold" cannot be translated literally, so the translators resorted to a simple technique: based on the context of the article, they simplified the headline by adding that the information was also coming from other media. Thus, instead of a strange sentence for the Ukrainian language, which could be interpreted in different ways and because it made very little sense, the translators did a good job of translation, because looking at the content of the article, this headline sounds more than appropriate and accurate.

To make a conclusion and to answer the question "What makes a good headline translation?", a good headline translation flawlessly conveys the original message with accuracy and clarity, while respecting cultural nuances and maintaining the tone and style to effectively capture the attention of the target audience. It strikes a delicate balance between fidelity to the source language and adaptation to the target language, ensuring that the essence and impact of the headline remains intact. Taking into account the context of the country into which language the translation is being made, taking into account the context of the article or work being translated, and keeping abreast of the times, you can achieve good results in translation. Tricky situations and text are always there, but these points are essential for a good translation in general, and especially in translation of headlines.

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ARTIFICIAL INTELLIGENCE - A PROSPECT FOR A TECHNOLOGICAL LEAP OR A THREAT TO HUMANITY

The history of artificial intelligence (AI) spans the decades of researches, inventions and scientific discoveries that led to the emergence of this powerful field. The roots of AI's idea can be traced back to the 1950s, when scientists Alan Turing and John McCarthy began to consider the possibility of creating machines capable of understanding and solving problems in a similar way to humans.

The beginning of AI's development falls on the 1950s-1970s. During this period, significant achievements were made in this field. For instance, the first example of modern artificial intelligence science is considered the "Dartmouth Summer Research Project", which took place in 1956. Unfortunately, despite the initial enthusiasm, there was a certain backlash against AI in the 1970s caused by the limitations of technology and the lack of success in achieving artificial intelligence, which led to the period of decline and stagnation in its development. In the 1980s, interest in AI grew again, with new methods and approaches emerging, such as expert systems, neural networks, and genetic algorithms. Since the 1990s significant advances were discovered in the AI

field. The development of powerful computing systems, big data and deep learning led to improvement in language understanding, visual perception, automation and intelligent systems. Nowadays, AI is progressing at an extraordinary pace and may lead to a technological acceleration of human growth [4].

The impact of artificial intelligence on the modern world is profound and far-reaching, permeating various aspects of society, the economy, and everyday life. AI-powered automation has revolutionised industry by simplifying processes, reducing costs, and increasing efficiency. From manufacturing to customer service, AI-powered systems are optimizing workflows, increasing productivity and profitability. In addition, its algorithms analyze huge amounts of data to personalise user experiences in areas such as ecommerce, entertainment, and social media. The development of autonomous vehicles based on artificial intelligence promises safer and more efficient transportation. Self-driving cars use AI algorithms to perceive the environment, make decisions, and navigate roads, potentially reducing accidents and traffic congestion. In the financial sector, AI technologies are changing risk management, fraud detection, and investment strategies. Currently, AI has taken a significant part of the global market; according to McKinsey & Co, AI can add the equivalent of $2.6 trillion to $4.4 trillion annually in the 63 scenarios analyzed. For comparison, the entire GDP of the UK in 2021 was $3.1 trillion. This would increase the impact of all AI by 15-40% [1]. The estimate will roughly double if we take into account the impact of integrating generative AI into software that is currently used for other tasks. So, artificial intelligence has a huge impact on the entire world, which is only growing at a tremendous pace [5].

In the realm of technology, artificial intelligence stands as both a beacon of promise and a harbinger of potential peril. Its integration into various facets of human existence prompts a spectrum of responses, from awe at its capabilities to apprehension about its implications.

The prospects for technological advancements using artificial intelligence are exciting and diverse. From automation to data analytics and innovation, AI promises to increase efficiency, provide insights and personalized experiences. In healthcare AI is enabling rapid diagnoses, personalized treatment plans, and drug discovery. In transportation, autonomous cars with AI promise safer and more efficient transportation

systems. Personalised experiences for users in e-commerce, entertainment, and social media are increasing audience satisfaction and engagement. AI also contributes to environmental sustainability by helping to optimize energy consumption and monitor the environment. All in all, using AI as a catalyst for progress has the potential to transform the modern world and pave the way for new opportunities and achievements [3].

However, artificial intelligence can also pose a significant threat to humanity. There are concerns about job displacement as automation threatens traditional employment sectors because of potential replacement humans with AI. Another problem that arises is copyright infringement of artists whose works AI uses to learn how to generate its own images. Imagegenerating programs and chatbots in wide commercial use have already consumed terabytes of images and text, some of which has likely been obtained without permission. In addition, the potential for artificial intelligence to be used as a weapon or manipulated for malicious purposes further exacerbates these concerns. One of the most dangerous examples are deepfakes. They are generated by machine-learning algorithms combined with facialmapping software that can insert that data into digital content without permission. With their help, false video messages of world leaders or media persons can be created for further use with bad intentions and harmful consequences [2], [6].

In conclusion, artificial intelligence does not pose a direct threat to humanity, as its existence is currently impossible without human participation, AI is at a crossroads, creating both incomparable opportunities for a technological leap and complex challenges that could lead to the destruction of humanity. The way we pass this stage will determine the trajectory of technological progress and its impact on society for future generations.

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POSITIVE AND NEGATIVE ASPECTS OF THE USE OF ARTIFICIAL INTELLIGENCE IN MODERN EDUCATION

Artificial intelligence is closely related to our everyday life. It is worth noting that at first it was used to automate data and to improve the productivity of human labor. But later, the field of use of artificial intelligence expanded significantly. Now it is increasingly used in the educational process.

On the one hand, it is obvious that artificial intelligence has significantly expanded the possibilities of the educational process, but on the contrary, the question arose about the effectiveness of education with the involvement of innovative technologies. We believe it is necessary to distinguish and consider the positive and negative aspects of the use of artificial intelligence in the educational environment.

First, it is necessary to distinguish the concept of "artificial intelligence". O. Baranov offers a basic definition that artificial intelligence is intelligence that has an artificial origin and imitates a certain set of cognitive functions equivalent to the corresponding human cognitive functions [1, p.14].

High-level Expert Group of the European Commission on Artificial Intelligenceoffers another definition: artificial intelligence is systems developed by humans that, having received a comprehensive goal, act in the physical or digital world, perceiving environment, interpreting the collected structured or unstructured data, based on the knowledge obtained from this data, make the best decisions (according to predefined parameters) to achieve a given goal [2].

We agree with the definitions of the researchers and based on them we formed our own: artificial Intelligence is a field of science and technology that focuses on creating programs, systems, and computer models capable of performing tasks that typically require intellectual skills associated with humans. As we can see, artificial intelligence adapts to human thinking and greatly facilitates work and learning processes. It uses a large complex of methods and techniques to solve tasks and problems. But all this has certain consequences and contains both positive and negative features. We propose to consider them in more details.

Next, we propose to consider the positive and negative aspects of the use of artificial intelligence in the educational environment. Researchers M. Moskalyuk, N. Moskalyuk and A. Len single out the following positive aspects:

1. Personalized learning: The biggest advantage of artificial intelligence is that the student can study independently at a comfortable pace and focus on details;

2. Increasing the accessibility of education: Students have the opportunity to study at any place and time, which is undeniably very convenient. It especially facilitates learning for those who are working;

3. Personalized data processing: Artificial intelligence helps in the process of analyzing the progress of learners. This significantly increases the efficiency and quality of training;

4. Effective grading and reporting: the process of grading tasks with artificial intelligence can significantly save teachers' time. Due to its functionality, artificial intelligence simplifies the process of reporting, some of them do it automatically [3, p. 89].

As we can see, artificial intelligence has enough advantages that make learning easier for students and work for teachers. But we suggest considering and paying attention to the shortcomings identified by researchers:

1. Non-independent performance of tasks: Students actively use artificial intelligence when completing homework (essays, term papers etc.) and this reduces the effectiveness of their studies;

2. Loss of jobs: Unfortunately, artificial intelligence is able to replace many professions, thanks to the automation of many processes closely related to learning;

3. Impact on the social interaction of students: Artificial intelligence reduces the level of communication between students and between a student and a teacher;

4. Uneven access to the use of artificial intelligence: Not every student can use it during their studies. This leads to an unbiased assessment of knowledge;

5. Violation of personal privacy: Sometimes there are situations where data processing may take place before prior consent;

6. Dependence of students on technology: Students may stop learning and thinking for themselves. The use of artificial intelligence services and tools can cause dependence on technology and loss of simple skills that are needed in life;

7. Objectivity and truthfulness of the information provided: Artificial intelligence cannot always generate accurate information and objectively evaluate works during the process of checking students' assignments [3, p. 90].

Thus, we observe a tendency that artificial intelligence has more disadvantages than advantages in the learning process. The most negative consequences that the use of

artificial intelligence can lead to is the loss of objectivity, dependence on information technologies, and a decrease in the level of communication.

Therefore, artificial intelligence is a progressive tool in modern education. It has both advantages and disadvantages, which are revealed in the process of preparing tasks, evaluating them and cementing the material in the minds of students. The biggest problem is that artificial intelligence is an understudied tool. To gain knowledge effectively, you need to know exactly where it can be used and where it should not, so as not to harm. Therefore, this tool has not yet been widely used in the field of education.

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THE LINGUISTIC ASPECTS OF TRANSLATION

The linguistic aspects of translation are one of the most relevant topics for professionals in this field. Translators often face various obstacles during translation. This is influenced by many different language factors, which I will discuss in my article [2].

In a world where globalization has become the norm and cross-cultural interactions are increasingly prevalent, the role of translation cannot be overstated. Translation serves as the bridge that connects diverse linguistic and cultural landscapes, enabling effective communication and fostering mutual understanding. However, beneath its seemingly straightforward surface lie intricate linguistic aspects that shape the process and outcome of translation [2].

The first aspect is the Multifaceted Nature of Language. Language is a complex system comprising various components such as syntax, semantics, pragmatics, and phonology, each playing a crucial role in conveying meaning. When translating between languages, it's essential to navigate these components meticulously to ensure accuracy and fidelity. Syntax refers to the arrangement of words and phrases to create well-formed sentences in a language. Different languages exhibit distinct syntactic structures, which can pose challenges for translators. Translators must understand the underlying syntactic patterns of both the source and target languages to produce grammatically correct and coherent translations. Semantics deals with the meaning of words, phrases, and sentences within a language. Words often carry nuances and connotations that may not have direct equivalents in other languages. Translators must carefully consider the semantic context of the source text to convey its intended meaning accurately in the target language, taking into account cultural nuances and idiomatic expressions. Pragmatics focuses on how language is used in specific social contexts to convey meaning beyond literal interpretation. Translators must be sensitive to pragmatic factors such as tone, register, and cultural norms to ensure that the translated text is contextually appropriate and effectively communicates the intended message. Phonology deals with the sound system of a language, including pronunciation, intonation, and rhythm. While written translation primarily concerns itself with

semantic and syntactic aspects, oral translation or interpretation requires careful attention to phonological features to preserve the natural flow and cadence of speech [3].

The next aspect is cultural considerations. Translation is not merely a mechanical process of replacing words from one language with their equivalents in another. It involves navigating the cultural nuances embedded within language, which significantly influence interpretation and communication. Idioms, proverbs, and cultural references are deeply rooted in the collective experience and history of a particular culture. Translating these linguistic expressions often requires creative adaptation to convey similar meaning or evoke a comparable cultural resonance in the target language. Different cultures have varying sensitivities and taboos regarding language use. Translators must exercise cultural sensitivity and awareness to avoid inadvertently causing offense or misrepresentation through their choice of words or expressions. Historical and sociopolitical factors can significantly impact language use and interpretation. Translators must be cognizant of the historical and cultural backdrop of the source text to accurately convey its intended message within its proper context [1].

The role of the translator is no less important factor. At the heart of the translation process is the translator, who serves as both a linguistic expert and a cultural mediator. Translators must possess a deep understanding of both the source and target languages, as well as the cultural contexts in which they operate. Moreover, they must possess strong analytical skills, creativity, and an innate sensitivity to nuance to navigate the complexities of translation successfully [1].

In conclusion, translation is a multifaceted endeavor that goes beyond mere linguistic conversion. It requires a nuanced understanding of language, culture, and context, coupled with keen analytical and creative abilities. By delving into the intricate linguistic aspects of translation, we gain a deeper appreciation for the artistry and complexity involved in bridging the gap between languages and cultures.

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GRAMMATICAL ASPECTS OF TRANSLATION

Translation is a complex process that involves conveying the meaning of a text from one language to another. One of the crucial aspects of translation is ensuring grammatical accuracy, as it plays a pivotal role in accurately representing the original message in the target language. In this article, we will explore the significance of grammatical aspects in translation and examine relevant literature in the field. Grammatical accuracy is of paramount importance in translation due to its direct impact on the clarity and coherence of the translated text. It ensures that the intended meaning is faithfully conveyed and minimizes the risk of misinterpretation. Grammatical errors can lead to confusion and distort the original message, making it vital for translators to pay meticulous attention to this aspect of their work.

One of the challenges in maintaining grammatical accuracy during translation arises from the structural differences between languages. Each language has its own

unique grammar, including rules for word order, sentence structure, and grammatical categories. Translators must possess a deep understanding of both the source and target languages' grammatical rules to accurately convey the intended meaning while adhering to the grammatical conventions of the target language.

A comprehensive study by Mona Baker, "In Other Words: A Coursebook on Translation," delves into the grammatical aspects of translation and provides valuable insights into the challenges faced by translators in maintaining grammatical accuracy. Baker explores various grammatical categories, such as tense, aspect, agreement, and word order, and offers practical strategies for dealing with them in the translation process.

Another significant aspect of grammatical accuracy in translation is the correct rendering of verb tenses and aspect. Different languages have different systems of verb tenses and aspect, which can pose challenges for translators. It requires not only an understanding of the grammatical rules but also an in-depth comprehension of the temporal nuances and contextual implications associated with each tense and aspect. The work of Lawrence Venuti, "The Translator's Invisibility: A History of Translation," provides valuable insights into the complexities of translating verb tenses and aspect, shedding light on the grammatical challenges faced by translators.

Furthermore, agreement and concord, including noun-adjective agreement and subject-verb agreement, are vital aspects of grammatical accuracy in translation. These rules differ across languages, making it essential for translators to ensure consistency and adhere to the grammatical rules of the target language. The book "Foundations of Translation" by Vidya Venkatraman explores the intricacies of agreement and concord in translation, offering guidance on how to navigate these challenges effectively.

Idiomatic expressions and collocations also pose challenges for translators in terms of maintaining grammatical accuracy. These linguistic phenomena often have specific grammatical patterns that may not directly translate between languages. Translators must find equivalent expressions in the target language that preserve both the meaning and the grammatical structure of the original phrase. The work of Peter Newmark, "A

Textbook of Translation," addresses the complexities of idiomatic expressions and provides valuable strategies for achieving grammatical accuracy when translating them.

In conclusion, grammatical accuracy is a fundamental aspect of translation that significantly impacts the quality and fidelity of the translated text. Translators must navigate the challenges posed by structural differences, verb tenses, agreement, and idiomatic expressions. The works of Mona Baker, Lawrence Venuti, Vidya Venkatraman, and Peter Newmark, among others, provide valuable insights and guidance on maintaining grammatical accuracy in translation.

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ACADEMIC MOBILITY AND INTERNATIONALIZATION
OF THE LEARNING PROCESS

Internationalization is increasingly being introduced into the global education system. This is quite an important and useful step towards the development of education. Internationalization helps broaden the horizons of students, helps them

achieve success and establish connections. This is also an excellent opportunity to exchange experience, culture and some observations.

Let's look at the advantages and disadvantages of this type of education: Advantages:

1. Improvement of language skills - this is due to the fact that the student is surrounded by individuals who speak this language and one way or another the student begins to speak it.

2. Experience with different types of study is an excellent opportunity to learn for yourself and develop your confidence and your personal talents.

3. Improved connections - of course, during international studies, students make friends from different countries and thus learn the culture, traditions of different countries.

4. Increasing the chance of getting a better job; for some reason, those who studied abroad most often get the highest level jobs [2].

There are also disadvantages:

1. There is a language barrier, sometimes this is due to ignorance of the terms that teachers use.

2. High expectations are a big problem because sometimes the expectations set do not match reality and because of this the student loses self-confidence.

3. The high cost of education - education abroad is quite an expensive pleasure.

4. Re-integration can be hard [3].

Despite the shortcomings, internationalization has a positive impact on the education system; thanks to it, changes that are beneficial to society have occurred and are occurring in many countries. In this regard, the most important and ongoing challenge for all higher education stakeholders remains to continually examine and evaluate the implications of internationalization. It includes studying the impact of a more internationally open program, class and institution on students, as well as the impact on the creation of new knowledge through interaction with scientists and researchers from other parts of the world. Assessing the impact that graduates of these institutions will have on the society or community in which they live is also the responsibility of all stakeholders in higher education [1].

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INTERNATIONAL EDUCATION AND ITS ROLE
IN TODAY'S SOCIETY

The modern world is characterized by rapid changes and growing opportunities for interaction and information dissemination. In this context, knowledge and proficiency in languages is becoming a key element of successful adaptation to new conditions, communication and understanding of cultural diversity. Regardless of the field of activity, the ability to communicate in several languages opens up paths to new opportunities, broadens one's horizons, and makes a person more competitive in the labor market.

International education, in turn, is an important component of the global education system. It promotes the development of global thinking, opens up opportunities for gaining new knowledge and experience in other countries, and contributes to the formation of intercultural tolerance and mutual understanding.

Academic mobility, in particular, allows students and teachers to gain experience in other universities, explore new areas and methods of teaching, and collaborate with

colleagues from around the world. This contributes to the enrichment of the educational process, the development of scientific research, and the improvement of the quality of education in general [3].

In today's world, which is undergoing profound transformations due to the process of globalization, multilingualism is becoming not just an important skill, but a necessity. Globalization is changing the way we communicate, work and interact, and multilingualism is proving to be a key success factor in this new world.

First of all, multilingualism makes us more effective communicators in a global society. With the growth of international business, tourism and migration, the ability to communicate in different languages opens the door to new opportunities. It not only facilitates mutual understanding with representatives of other cultures and nations, but also helps to build sustainable international partnerships and develop intercultural relations.

In addition, speaking multiple languages broadens our cultural understanding. Language reflects the cultural characteristics and identity of a people, and speaking different languages allows us to immerse ourselves in the culture of other nations.

Academic benefits of international education

First of all, international education gives students access to high quality education and advanced research. World-renowned universities offer a wide range of programs and specializations, allowing students to gain unique experience in their field.

In addition, international education promotes intercultural understanding and international cooperation. Students have the opportunity to study with people from different cultures, exchange experiences and ideas, which broadens their horizons and promotes tolerance and understanding.

Cultural benefits of international education

International education provides students with the opportunity to explore possibilities and acquire their own cultural wealth. They have the opportunity to get acquainted with world culture, traditions and customs, which helps to broaden their cultural horizons and form a broader worldview.

International education also helps students develop an international network of connections and creates unique opportunities for cultural exchange and cooperation in the future.

Personal benefits of international education

Education in an international environment promotes personal growth and development. Students learn independence, self-development and self-organization as they are often away from family and friends. This contributes to the development of their self-discipline and responsibility [2].

In addition, international education prepares students for global leadership and promotes a better understanding of global issues. Students are given the opportunity to research and analyze global issues such as climate change, poverty, and ethnic conflict, which prepares them for a leadership role in addressing these issues in the future.

Thus, international education provides students with not only academic knowledge, but also cultural development and personal growth. It prepares the younger generation to live in a world where the ability to communicate, understand and collaborate with people from different cultures is becoming critical.

With today's opportunities, it is much easier to get involved in the international education system and become a part of it. With the help of Internet technologies, students can access the best educational resources and experts from around the world, which expands their learning opportunities and allows them to work with materials on their own schedule.

The use of an individualized approach to learning through various adaptive platforms and programs allows us to better meet the needs of each student and ensures a more efficient learning process.

Virtual and augmented reality open up new opportunities for immersive learning, allowing students to "live through" learning scenarios and gain real-world experience in a safe virtual environment. The use of interactive platforms and tools for collaboration and exchange of experience between students from different countries helps to develop intercultural understanding and fosters international cooperation skills.

The role of cooperation between states, institutions and organizations in the development of international education is extremely important and is determined by various aspects:

1. Cooperation between universities and higher education institutions of different countries allows students and teachers to exchange experience, knowledge and culture. This enhances their learning opportunities, promotes intercultural understanding and creates a network of international connections.

2. States and institutions can cooperate in the creation of joint curricula, research projects and other initiatives aimed at solving common problems or achieving common goals.

3. International organizations and states may provide financial support for the development of international educational programs, scholarships for students and teachers, and access to education in underdeveloped countries.

4. Cooperation between states and international organizations can have a great impact on the formation of educational policies and strategies for the development of education, contributing to the creation of open, equal and accessible learning opportunities.

5. Joint work of states and organizations in the field of education can contribute to solving global problems, such as poverty, inequality, conflicts, climate change, etc. through educational programs aimed at raising awareness and developing skills to overcome these problems.

Thus, cooperation between states, institutions, and organizations is a key element in the development of international education, which contributes to improving its quality, expanding access to it, and addressing global challenges.

International education is of key importance in the modern world, where globalization, technological development and cultural diversity create new challenges and opportunities. Prospects for the development of international education include not only expanding access to it, but also improving the quality of education and developing innovative approaches. Through cooperation between countries and institutions,

international education can be used more effectively to address global challenges and support sustainable development.

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THE ROLE OF SOCIAL MEDIA IN THE GLOBALISATION OF ENGLISH SLANG

In today's world, the internet and social media are a big part of how we connect with others. Think about how you and your friends share jokes, use cool words or have your own way of communicating online. This way of talking is like a secret code that makes you "to focus on belonging to a self-organized group of peers, teammates and friends and becoming the "we" generation" [4, p. 11]. This is what we call "slang" and it is not just local anymore – it is becoming a global thing.

The idea of "network slang" can be understood in different ways, but they all boil down to explaining what it actually means – "a kind of dialect derived from English words, jargon, a set of phrases and expressions that have narrow application and are not grammatically correct words in the language" [1, p. 130].

Language is an essential element of human self-expression and it is undergoing dynamic transformations in this digital sphere. English slang serving as a noteworthy case study. Imagine talking to someone from another part of the world and you both understand these cool words and expressions. That is what is happening and social media like Instagram, Snapchat or TikTok is making it possible. "When examining slang online, one notices ways in which some new slang forms and online media cooperate in each other's construction and development, how they fit together in rhetorical symbiosis" [3, p. 175].

Young people often create their slang by borrowing words from English. It is intriguing because any altered or borrowed term can turn into slang along with its English-language counterpart. The rise of English-influenced slang might not just be due to the spread of the English language but also because of the popularity of Western lifestyles [2, p. 75].

For instance, the term "crush" has gained popularity as a way to describe a person you feel sympathy for and usually secret love for. Another example is the term "cringe" which refers to an increased level of discomfort or confusion. Users often use this term to express embarrassment due to uncomfortable or disgusting content. In addition, the term "vibe" has become a universal expression used to describe a certain atmosphere, feeling or aesthetics. Users can sign their posts with phrases like "summer vibe", "weekend vibe", "school vibe" to convey the general mood or atmosphere they are experiencing. These examples highlight the dynamic nature of slang on social media reflecting the nuances of expressions and common cultural references that define the language landscape on social media.

Social media plays a crucial role in the widespread adoption of English slang. The ways in which new words and expressions are anchored on these digital platforms are very diverse. Influential users, popular topics and trending hashtags are key factors contributing to the global spread of linguistic trends. In fact, social networks serve as

dynamic centres for the rapid exchange and evolution of language forming a common linguistic landscape around the world.

In conclusion, looking into how social networks contribute to the global spread of English slang shows how much digital communication platforms affect language. Social networks not only quickly share English slang but also act as places where language evolves, cultures mix and identities form. The digital era has not just changed how we talk. It has also altered how language and culture are expressed. Moving ahead, it is important to grasp these dynamics to navigate the intricate relationship between language, culture and digital communication platforms.

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THE IMPACT OF LANGUAGE TRANSLATION QUALITY ON INTERNATIONAL COMMERCIAL ACTIVITIES

Effective communication is the foundation of every successful company. This is especially true in a globalized world where companies may operate in multiple countries and regions, each with its own linguistic and cultural norms.

We draw attention to the importance of high-quality translations, which determine the success of contracts, partnerships and the mutual understanding of business partners.

Translations help eliminate language barriers and enable companies to communicate effectively with a wide range of customers, partners and stakeholders, regardless of their geographical location or language. By ensuring high-quality translation of marketing materials, product descriptions and other important information, companies can be confident that their message is understood and delivered accurately and relevantly to their target audience [2].

Due to the growing demand for translation, the translation services market reached $39.37 billion in 2020 and is expected to reach $46.22 billion by 2028, growing at a CAGR of 2.07%. Much of this growth comes from personalization of websites, apps, product information, videos, blogs, articles, etc. to make them accessible to international consumers [3].

To remain competitive in the global market, companies need high-quality translations. For this reason, companies spend between 1 and 4% of their marketing budget on translation services.

Treaties form the basis of international trade as they establish the rights and obligations of the parties. Contracts have legal value and incorrect translation can lead to ambiguities that jeopardize the validity of the contract and lead to litigation.

In international economic relations, trade agreements must be translated into the languages of both parties. This ensures that each party clearly understands their rights and obligations under the contract. Translation errors can cause confusion and conflict, which can delay contract performance and damage the reputation of the parties [4].

For example, in 2017, the American company Airbnb had a problem in Japan due to a misinterpretation of the translation of the rules for renting accommodation.

Contracts signed under the English version were found to be inconsistent with local law, leading to complaints from authorities and forcing Airbnb to make corrections [1].

It can therefore be said that high-quality translations in international business are essential for the success of a company. It plays a key role in enabling cross-border trade, improving customer experience, strengthening brand reputation, and increasing efficiency and productivity. Avoiding interpretation errors through high-quality translations makes it an indispensable tool for companies that want to be successful in a globalized world.

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INNOVATIVE LEARNING TOOLS IN ENCOURAGING STUDENTS TO LEARN ENGLISH

The modern world is constantly evolving, demanding effective innovations in educational systems. Innovative learning tools have become a key element in the

development of contemporary education. Let's consider the role of innovations in modern education and ways to encourage students to learn the English language.

Modern technologies and teaching methods are changing the traditional approach to education. Innovative learning tools include the use of computers, mobile devices, software, and online resources. They expand students' possibilities and create new ways of acquiring knowledge [1]. One innovation involves the use of virtual reality in education. Students can immerse themselves in interactive environments, which providing them with the opportunity to interact with the language in real-life situations, enhancing speaking and comprehension skills and making learning more engaging and effective.

In recent years, with one notable innovation being the integration of artificial intelligence (AI) for personalized learning experiences. AI-driven machine learning systems have revolutionized language education by tailoring content to individual student needs. This adaptive approach not only enhances the effectiveness of the learning process but also makes it more engaging and captivating for learners.

Another avenue that has gained traction in language education is the incorporation of interactive games and online competitions. By creating graphic games and virtual competitions where students can actively engage in English, educators provide a dynamic stimulus for language acquisition. These platforms often utilize incentives such as rewards and ranking systems, effectively boosting motivation and sustaining interest among learners.

As well as conducting virtual excursions, what represent yet another innovative method in language learning. Leveraging virtual travel experiences, students are immersed in diverse linguistic contexts where they can practice English in real-world scenarios. This immersive approach not only enhances language proficiency but also fosters cultural awareness and understanding.

Furthermore, the establishment of online communication platforms and networks has transformed language learning into a collaborative endeavor. Online communities enable students to exchange thoughts, ideas, and insights with peers from around the globe. Through meaningful interactions, learners not only improve their language skills

but also develop cross-cultural competencies, enriching their overall learning experience [2].

New methods for promoting the learning of the English language constantly emerge thanks to modern technologies. Many messengers and programs for organizing video conferences provide the opportunity for communication with native speakers and conducting online lessons anytime and from anywhere in the world. Educational internet resources offer interactive learning methods that help track progress.

For example blogging and the desire to reach a larger audience provide the opportunity to both read materials in English and practice writing. And in turn social networks offer the opportunity to communicate in English with friends and speakers from around the world [3]. Mobile applications allow you to learn English anywhere, anytime, offering interactive exercises, games, and competitions among students. Despite the progress in developing innovative methods of learning the English language, students also continue to use audiobooks and movies to immerse themselves in the language environment and improve pronunciation skills [4].

In conclusion, innovations in education are a crucial element in preparing students for the challenges of the modern world. Encouraging students to learn English can be achieved through innovative approaches that make the learning process interesting and effective.

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INTERNATIONAL EDUCATION, PROSPECTS AND YOUTH DEVELOPMENT STRATEGIES

In today's globalized world, international education has emerged as a powerful tool for youth development. This research explores the potential of international education to equip young people with the skills and knowledge necessary to thrive in an interconnected world. It examines the various prospects offered by international education, analyzes the challenges hindering its full potential, and proposes strategies to maximize its impact on youth development. International education fosters global citizens by promoting intercultural understanding, equipping them with valuable skills, boosting their self-confidence, and increasing their career prospects, despite challenges in accessibility and adaptation. International experience gives young people the opportunity to deeply understand different cultures, values and perspectives. International programs often emphasize the development of soft skills such as critical thinking, communication, teamwork and problem solving. The experience of international education can significantly increase the competitiveness of young people in the labor market. International experiences can help young people better understand themselves, their values and goals. Studies show that youth who have participated in international exchange programs have better chances of employment and more successful careers. International experience has a positive effect on the self-esteem of young people, the level of their motivation and confidence in their abilities [1].

Despite all the advantages, international education may be inaccessible to young people with low socio-economic status due to the high cost of studying and living abroad. It Also is necessary to expand access to scholarships and grants to make international education more accessible to young people of different socio-economic status. Studying abroad can be challenging due to the need to adapt to a new cultural environment and educational system [2].

To develope international education we can expand access that can be achieved through scholarships, grants, financial aid programs and awareness campaigns. To improve the quality of international education, it is necessary to involve the cooperation of countries in the field of harmonization of educational standards, support for innovations in teaching and learning methods, as well as academic mobility of students and teachers.

International education gives Ukrainians during the war a chance to continue their education, gain knowledge and skills, be in demand on the labor market, expand their outlook, and become more competitive. The Russian war against Ukraine severely challenged the Ukrainian education system. In this terrible reality, international education becomes a ray of hope, giving Ukrainians the opportunity to continue their education, acquire new knowledge and skills, and expand their worldview [3].

The advantages of international study for Ukrainian youth are the continuity of education: International programs give Ukrainian students the chance to continue their education despite the interruption caused by the war, as well as to receive two educations at the same time. Studying abroad gives Ukrainian students the opportunity to get to know new cultures, languages and people, which will broaden their outlook and make them more competitive. There are many scholarship programs for Ukrainians that offer Ukrainian students the opportunity to study abroad for free or at a discounted price. Some organizations and governments offer grants to Ukrainian universities for cooperation with foreign partners.

In conclusion, international education serves as a transformative force for youth development, fostering global citizens equipped with essential skills, enhanced self-confidence, and promising career prospects. Despite accessibility and adaptation challenges, strategic expansion of scholarships, program innovation, and international partnerships can unlock the full potential of international education.

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ACADEMIC MOBILITY AND INTERNATIONALISATION: KEYS TO THE DEVELOPMENT OF EDUCATION IN THE MODERN WORLD

In today's world of globalisation and constant technological change, academic mobility and internationalisation of the learning process are becoming not only important but also necessary components of higher education and strategies for the development of education and training of future leaders. These concepts contribute to the expansion of knowledge horizons, cultural diversity and intellectual exchange between universities and the student community. And cultural exchange of information and knowledge is becoming a common practice [1].

Academic mobility is an opportunity for students, teachers and researchers to gain experience of studying, teaching or working outside their home country. This can include exchange programmes, international internships, conferences and joint international research projects. One of the main benefits of academic mobility for students is the broadening of their horizons, cultural exchange and exposure to new approaches to learning. For teachers, it is an opportunity to share best practices, mutual learning and cooperation with colleagues from around the world. Academic mobility stimulates educational development, allowing students to study new subjects, access high-quality study programmes and develop their professional and intercultural skills.

Undoubtedly, one of the key aspects of academic mobility is student exchange programmes. Programmes such as Erasmus+, Fulbright, and many others allow students to attend universities abroad for a semester or academic year, earning credits that can later be transferred to their home university degree programme. This gives students the opportunity to explore new cultures, languages and ways of learning.

The internationalisation of the learning process includes not only academic mobility, but also a wide range of strategies aimed at bringing international elements into curricula, research projects and cultural exchange. This may include international study programmes, teaching courses in English, bilingual courses, the creation of international training programmes, joint research and projects, intercultural skills training, and the development of international partnerships and cooperation with universities and organisations from around the world. This approach to education contributes to enriching the learning environment, developing critical thinking and readiness to cooperate in an international context [3].

One of the main benefits of internationalising the learning process is the expansion of knowledge horizons and cultural diversity. Participation in international study programmes allows students to learn new approaches to problem solving, develop their own beliefs and values, and enriches their general cultural experience.

Academic mobility and the internationalisation of the learning process are important for the development of modern society. They contribute to the growth of cultural tolerance, intercultural understanding and cooperation, which are critical aspects of building peace and stability. In addition, they enrich the educational experience of students and teachers, helping them to develop critical thinking, creativity and international skills that are essential for success in the global labour market [2].

Academic mobility and internationalisation of the learning process play an important role in modern education. They foster cultural understanding, promote international cooperation and contribute to the training of future leaders. To ensure the sustainable development of society and the economy, it is important to continue to support and develop these processes by expanding opportunities for students and teachers to gain international experience and training. Increasing mobility and

internationalisation are not only a sign of our time, but also a driving force for university evolution.

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INTERCULTURAL DIALOGUE AND LANGUAGE

We live in the time of globalization. It removes borders between countries, people of different nationalities become more united than ever before. However, the global society still suffers from cultural differences and misunderstandings. The amount of ethical, religious and economical conflicts did not decrease. That is why, it is essential to learn the phenomenon of intercultural dialogue and the ways of finding a common ground with representatives of other nationalities either in everyday life or workplace, overcoming both cultural and language barriers. In light of such necessity and interest to this topic, the main purpose of this report is to give the definition of intercultural

dialogue, examine the historical and current problems in multicultural societies and try to find the ways of dealing and communicating with people, overcoming cultural and language borders for the sustainable development in the world.

Intercultural dialogue is, essentially, the exchange of views and opinions between different cultures. Its main aim is to establish common ground between different cultures, communities and people, promoting understanding and interaction. Increasing cultural diversity in the community always brings some social and political challenges. It usually causes different forms of discrimination and rejection: stigmas, racism, xenophobia, intolerance and violence, which threaten peaceful cohabitation. At this point intercultural dialogue can be a tool for prevention and resolution of conflicts and avoiding the marginalisation of citizens on the basis of their cultural identity [1].

There are a lot of different definitions of intercultural dialogue as a lot of scientists and organizations paid a great attention to this problem. But I liked the one that the Council of Europe gives because it reveals the main essence most accurately: «Intercultural dialogue is an open and respectful exchange of views between individuals and groups belonging to different cultures that leads to a deeper understanding of the the other's global perception» [2].

Dialogue between cultures is the oldest and most fundamental way of democratic conversation. It is based on the equality of all cultures. Otto Ranke, German historian and philosopher, wrote in his works about equidistance of all cultures, nations and epochs from God. It means that every culture is unique and original and there is no dominant and secondary cultures [3].

In my opinion, in order to communicate well with others, you need to learn, develop, and strive to find common compromises so that language barriers do not arise later. The ability to speak an international language has many advantages that will come in handy in the future. For example, it allows you to make new acquaintances, develop in different directions, and avoid various language barriers. And the disadvantages include language barriers, limiting yourself to develop in other areas.

All things considered, nowadays intercultural dialogue is essential for avoiding conflict and the marginalisation of citizens. It is also economic, social and political

benefit, which needs to be developed and adequately managed. All global community need to pay much more attention to the areas of cultural conflicts, because the consequences may be harmful for a lot of countries. That is why, we should develop the institutes of international relations which has to play a significant role in current affairs. I am sure deeper intercultural cooperation will make a great impact on solving conflicts and misunderstanding between nations and individuals.

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THE EFFECTS OF PSYCHOLINGUISTICS IN INTERNATIONAL MASS MEDIA FOR THE IMAGE OF UKRAINIAN BUSINESSES

Psycholinguistics, especially its part of language processing, is an important part of media production process. The right choice of words could create certain impressions about some things for large group of people.

From the very beginning of Ukrainian business activity there was some myth and stereotypes in media about the quality of Ukrainian products. In case of war, they started to appear more often [5].

For example, in September 2023 in Polish media pops up the news about "poisonous" Ukrainian grain [4]. From the point of psycholinguistics, phrases like

poisonous, dangerous, infected, low-quality about food products make people scared and create thoughts that is not just grain but the entire Ukrainian community could be dangerous. Of course, people should have a prejudiced attitude to denoted group but when they start to be scared, they can do more radical things than without being frightened. The example of it is grain spilling and border blockade.

The similar case was created by Russians in 2015 when a list of Ukrainian trade contracts were terminated [3]. In that case, it was considered that Ukrainian food products contain antibiotics and makeup firm use low-price ingredients, which could be allergic for a lot of people. The word *allergic* also created a situation which lead to a boycott of that list of products. In addition, we should mention that in post-soviet society the word "antibiotics" and "GMO" are considered negative and that sparks fear and hatred. It resulted in economic, reputational and image losses. It was also part of economic blockade which was Ukraine's inspiration to become part of EU free trade zone.

Besides, the situation started to improve after the implementation of Association agreement between the European Union and the European Atomic Energy Community and their member states, of the one part, and Ukraine, of the other part (Section 4, Chapter 3) and the law «About standardization» [1, 2]. They start to remake quality control standards to European technological and sanitarian standards and norms for integration of Ukrainian products into the European market.

Before 2014, the intercultural dialogue between Ukrainian and international businesses was based on stereotypes about Ukraine. From 2014 to 2022 Ukraine started to create a new reputation that is separated from other countries' influence. Since 2022, frequently represented in the media Ukraine has become a world brand. That help to raise awareness about Ukrainian firms, improve their reputation in the world market and encourage international businesses to sign contracts with Ukrainian businesses.

Such effects can be seen in Italy, where during last years the growth of Ukrainian export has risen [6]. As a rule, it is mentioned that Ukrainian products correspond to European standards of quality so could be trusted by the European customer. The European society in general believes their media sources, so when some products are

called "qualitative" that means it can be purchased without any warnings. It enabled Ukrainian production to be well known on the Italian market.

In conclusion, we can say that creating and maintaining Ukrainian brand in the international media will help to promote Ukrainian businesses to the international arena and will make competitive environment for their development and attractiveness for sponsors. This will be an advantage not just for existing businesses but also for new enterprises.

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THE LATEST TECHNOLOGIES IN THE EDUCATIONAL WORLD

The use of innovative methods in the teaching process began in the 20th century and gained popularity in the last decade due to the rapid development of ICT. Moreover, innovative technologies make it possible to move from the study of an abstract subject to its perception as a means of communication and thinking, and to transfer educational and cognitive activity to a modern, creative level.

People's lives are changing in a variety of ways due to new technologies. Resources in education improve student achievement and influence instruction approaches. Personalized learning is made easier by new educational technology that allow for the identification of individual students' strengths and weaknesses [2]. Teachers can also create exercises that are more engaging and interactive.

Among the latest technologies, it is worth highlighting mobile learning and digital content platforms that provide high-quality educational content for students and teachers from anywhere in the world. In addition, digital content platforms offer a wealth of learning resources for both students and teachers [3].

Artificial intelligence is particularly popular now, it also helps in learning, for example AI-powered learning environments can provide students with a personalized learning experience and allow teachers to adapt lessons to the individual needs of students. Among the new trends, it is also worth highlighting augmented reality technologies that help to create an exciting learning experience regardless of the environment [1]. They will increasingly be used as a tool for deep immersion and experiential learning. Also, among the latest technologies, social media, cloud computing, and automated computing are becoming more widely used. Among the listed technologies, this is only a small part that appears in our world. Each of us adapts to the new reality and uses modern technologies for learning.

So, we can conclude that modern technologies not only make our everyday life easier, but also help in studying and working. Thanks to these technologies, there is a great opportunity to develop your skills and knowledge in various fields. In addition, there are alternative methods and advanced methods for studying certain processes.

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**ENGLISH IDIOMS AS A FIRST WAY TO MAKE
A PROGRESS IN LEARNING LANGUAGES**

We live in an era of increasingly information. People are learning more languages to communicate and native speakers fallacious think about imperfection of international learners` knowledge. For every language in the world idioms or other linguistic constructions are making language special and unique. Steadfast English idioms phrases are basic and it`s important to know them as much as even possible to commit transition to conscious understanding and using them. Therefore, our research will be focused on understanding English idioms for Ukrainian-speaking people. Idioms are not just unique constructions but also colorful expressions to enrich vocabulary induced by fission of those phrases.

Especially, almost all idioms are C1 or C2 level, because they are difficult to understand. We are going to make little conversations and use idioms in the sentences for better uptake.

- *Why are so sleepy today?*

    - *I have exams soon. So I`ve been burning the midnight oil lately.*

From these sentences we can understand, that *'burn the midnight oil'* means to work late into the night [1].

- *You are going to the party, aren`t you?*

    - *I have bigger fish to fry!*

'Have bigger fish to fry' an idiom, which means having more important things to do [1].

- *Mom, can I go to Linda's birthday in two weeks?*

    - *We`ll cross the bridge when we come to it.*

'We`ll cross the bridge when we come to it'* an expression that means you will not worry about a possible future problem but will deal with it if it happens. In the Ukrainian language we have a corresponding phrase *'доживемо – побачимо'*, which translates as *'we`ll live – we`ll see' [2].

    - *David, are you going to stay with Emma through thick and thin?*

- *Yes!*

'Through thick and thin' means staying with person in good times and bad times. Usually this phrase is using in the wedding vows. Ukrainian has a corresponding *'в біді та злагоді'* [2].

- *Have we ever met before?*

    - *Julia, do you have an egg on your face? We`ve been studying together.*

Have an egg on someone`s face' is an expression to say, that someone talks unintelligent and silly things [1].

- *Hey, Josh when you`ll return me money?*

    - *I guess when pigs fly.*

'When pigs fly' is a phrase, which is a figure of speech so hyperbolic that it describes an impossibility. In Ukrainian there are two equal phrases *'коли рак на горі свисне'* and *'на Миколи'*.

- *Did Zoe solve a problem with her unmade homework?*

- *I think no, but it`s obviously she bit off than she could chew.*

'Bit more than could chew' an eloquent phrase, which means that someone overestimated their abilities and thus can`t fulfill the intention [1].

- *How`s she lately?*

- *She has been kicked from university and keep crying over spilled milk. I`ve said her to work harder.*

'Cry over spilled milk' means to feel sorry or sad about something that has already happened. Ukrainian language has two corresponding *'що впале – те пропало'* and *'не плач над розбитим коритом'* [3].

- *Is Jimmy really dating with Polly?*

- *Olivia said he pulled your leg.*

'Pull someone`s leg' means to tell someone something that is not true as a way of joking with the person [4].

All of these idioms are just a small part infinite English vocabulary. Which gets bigger and bigger. Scientists are sure, that to achieve intention of speaking fluently people need to understand the not to translating English but understanding from the context. It`s called comprehensible input. Learning English from listening dialogs, watching movies and reading books is a great option to increase vocabulary. Studying idioms and understanding them from contexts learners can enrich critical thinking

In conclusion, learning idioms is an irreplaceable way to improve English level, talk with native speakers and understand the peculiarities of the language. Also by learning idioms people can bridge linguistic and cultural gaps.

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THE MAIN LEGAL SYSTEMS OF MODERNITY

Understanding the intricacies of law can be complicated, especially when dealing with different systems in different countries, but in summary, there are several main types of legal systems in the world.

In order to provide someone with a basic framework, the main types of legal systems can be divided into three, depending on their scope.

The continental law system, inspired by Roman law, relies heavily on comprehensive, codified laws carefully collected in legal codes. Judges primarily interpret these codes, ensuring consistency and predictability. This system is not just dry codes. The Code of Hammurabi, carved in stone millennia ago, is a prime example of codified law that lays the foundation for justice. Think of France, Germany, and Japan, as well as Louisiana in the United States, an amazing example of civil law in a common law country [1], [2].

The common law system, which originated in England, favors precedent, where past judicial decisions in similar cases serve as binding guidance for future decisions. This creates a more flexible and adaptive legal landscape, as exemplified by the United States, Canada, and Australia [3].

The third type is the system of religious law. Often intertwined with cultural norms, this system derives its principles from religious texts and teachings. Sharia in Islamic countries and halakha in Jewish communities are prime examples. It is important to remember that there are variations within each system, and religious law often coexists with other legal systems in a complex way. But a system of religious law

is not just about ancient texts. Sharia, for example, is constantly evolving through interpretations and adaptations to the modern context. And Halakha, Jewish law, has fascinating legal debates and even a Supreme Court [4].

It should also be noted that the legal world is more than just these three pillars. Hybrid systems, such as the Scottish mixture of civil and common law, blur the lines. Customary law, from tribal traditions to maritime codes, adds another layer of complexity. Legal systems are living, breathing entities, shaped by social, political and technological landscapes that are constantly changing.

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THE ROLE OF INTERNATIONAL GOVERNMENTAL ORGANIZATIONS AND INTERNATIONAL NON-GOVERNMENTAL ORGANIZATIONS IN THE POSTWAR RECONSTRUCTION OF UKRAINE

The activities of international organizations in post-war reconstruction have a significant impact on the restoration of the political, social and economic well-being of

a state after conflicts and wars. Such organizations are usually involved in some coordination of efforts in many factors of reconstruction, including human resources, health care, education, economic and industrial-technological development, humanitarian aid, and influence on the implementation of legal reforms.

The impact of international governmental and non-governmental organizations on the post-war reconstruction of a country can be quite significant and crucial for the successful reconstruction of the affected territories. They should include a specific plan to which these organizations should be subject in carrying out their activities, for example, international organizations should: 1) provide humanitarian assistance through their humanitarian aid programs, to provide civilians with life-saving assistance in areas of conflict or war by providing shelter, medical care and food; 2) coordinate their efforts to optimize the use of resources, making sure to avoid duplication of programs; 3) promote development and normalization, governmental and non-governmental organizations should help to rebuild education, long-term institutions and promote the development and impact of legal reforms; 4) non-governmental and governmental international organizations should help to provide funding for the restoration of infrastructure, economy, education, healthcare and political situation of the affected state [3].

A striking example of post-war reconstruction involving international governmental and non-governmental organizations and civil society can be seen in Bosnia and Herzegovina. The activities of international organizations, both governmental and non-governmental, were based on close and fruitful relations with civil society, which gave impetus to the post-war reconstruction of the country.

Civil society-focused initiatives that bring together international NGOs with expatriate and local staff to address issues and projects that have been jointly put forward. In this way, INGOs have been able to engage civil society through trust in active cooperation and state-building together. This approach reflects the fact that INGOs in Bosnia and Herzegovina are focused on development and improvement, which works in a two-way manner. Therefore, compared to the public sector, INGOs operate in a less formal and less bureaucratic manner, which is characterized by their flexibility. This allows them to develop professional and quick solutions to existing

issues. The role of international non-governmental organizations gives more freedom and space for projects to implement recommendations and projects from civil society actors and eliminates the complex environment, disputes, diversity of opinions and misunderstandings and contradictions [1].

Thus, for the full implementation of post-war reconstruction of Ukraine, it is necessary to develop a specific program that will include cooperation between international organizations and civil society for the effective implementation of full-fledged post-war reconstruction. Civil society should be actively involved in the post-war reconstruction program from the very first steps of its functioning and be actively involved in this process. For example, certain joint plans should be created, certain practices should be introduced in public spaces, such as the Green Recovery: Rebuilding for a Better Future initiative; new groups and initiatives should be formed, and joint public associations should be established [2].

The main goal should be to encourage civil society and international governmental and non-governmental organizations to work together throughout the post-war reconstruction program, as well as to form a platform and control group for funding and allocation of funds.

The absence of a single platform that would connect the state with civil society and international governmental and non-governmental organizations is a pressing issue today. For the successful implementation of the plan for the post-war reconstruction of Ukraine, international organizations and civil society should become the main partners for the government, and they should be characterized by friendly cooperation in the post-war reconstruction of the state. The availability of certain tools and platforms that should involve the participation of all parties should be one of the main factors on which the state's development cooperation with civil society and international organizations is based.

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"ENGLISH: LINGUA FRANCA OF THE 21ST CENTURY? RESEARCH ON ITS ROLE IN INTERNATIONAL EDUCATION"

The main reason why English is Lingua Franca of the 21st century – it is the dominant language in many areas especially in communication, diplomacy and international education. English has achieved the status of an international language or a global lingua franca. First of all, English is a global Lingua Franca because of legitimate speakers of English are no longer exclusively so-called " native English speakers" (NES) from countries that Bri Kachru, a leading scholar of world English, has classified as inner circle countries where English is the official and state language. These native English speakers also come from countries where English is an institutionalised language, or outer circle countries, as well as from countries where English is a foreign language, or expanding circle countries. They learn English as part of their bilingual and multilingual repertoires, use English and other languages in multilingual contexts, and use English to communicate primarily with other bilingual and multilingual English speakers. In fact, it is widely believed that these are the bilingual and multilingual speakers of English who are in the majority today and should be seen as users rather than learners [1].

In 2023, there were around 1.5 billion people worldwide who spoke English as a first or second language, slightly more than the 1.1 billion people who spoke Mandarin at the time of the survey. Hindi and Spanish ranked third and fourth over the year [2]. In view of the 1.5 billion people who spoke English as a first or second language, that's approved of the status of English as lingua franca in our world. In our times, we can communicate through English with people from different countries; it is very useful in that time. Thanks to the internet and apps like Tandem, we can improve our skills in foreign languages, especially English, and we can talk in English with foreigners on the internet. Also, in Ukraine, English could become language of international communication instead of Russian.

In Ukraine and other countries, students can study in English, which is the basis for international education. Students who have a good level of English with an approved level could exchange with their university partners in different countries, students who will be studying in English. For students who want to become successful in their education and career, they should study English from childhood to have a good level of proficiency, and they should practice their language skills as often as possible in their lives. It will be good if some aspects of their lives are in English. Although many books were written in English, almost all scientific discoveries are documented in English. In summary, students must have a good level of English for understanding all materials in their studies and for improving their knowledge of their major. So many universities and colleges in the world suggest studying only in English because English is the most useful language in our world [3].

As a result, if you want to become an international specialist or international scientist, first of all, your task is to get an international education, and you must have a good level of English so people from everywhere can understand you and all your scientific works in your specialization.

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MODERN APPROACHES OF DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE AMONG YOUTH AS A WAY OF SHARING IDEAS FOR ENHANCING VARIOUS SOCIAL SPHERES

The need for proficiency in communication skills in both native and foreign languages is constantly increasing. Therefore, communication is the process of transmitting, exchanging information (facts, ideas, opinions, emotions, etc.) between two or more individuals, involving both verbal and non-verbal means, with the purpose of conveying and receiving information [2]. This prompts the statement that the improvement and enhancement of communicative competence among youth are more relevant than ever. As M. Hutsalova points out, the youth is a social-demographic group of society experiencing the period of social maturity, adapting to the adult world and future changes, constantly contributing to the politically and economically active population of the state [3]. Young people, in their quest for employment and in any of

their activities, often turn to refining all their competencies, with communication skills being no exception.

Nowadays, young professionals hold various positions due to relevant experience, enthusiasm, ambitions, and potential skills. They are already contributing to the advancement of science, culture, technology, and creating something fundamentally new. And to share information about their new projects, one needs to possess a diverse set of competencies to achieve results and implement something new globally or more locally, within their own country. In the context of Ukraine, the necessity to be proficient in a foreign language and communicate effectively with representatives of other cultures in their language is almost essential. This is driven by historical events of the last decade that motivate the youth toward continuous development, which, in turn, influences the country. As Ukraine needs various means for development during and after the war, it is necessary to involve a large number of people in these processes. This includes the youth, who are inclined towards international partners that can assist with their engagement, and communicative competence in foreign languages will help build quality connections. Learning a foreign language should transform into an in-depth acquaintance with another national culture. Thus, socio-cultural needs have necessitated the emergence of a new goal in foreign language education: the formation of communicative competence, which is associated with the primary function of language – to be a means of communication. In other words, by studying a foreign language, a person acquires a new means of communication. They gain direct access to the values of world culture [1].

In conclusion, it can be noted that the improvement of various social spheres in which the youth is interested can be considered as a motivation and one of the approaches to the development of communicative competence in a foreign language.

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THE IMPACT OF SOCIAL MEDIA ON INTERCULTURAL COMMUNICATION: BRIDGING CULTURES OR BUILDING WALLS?

Social media has changed the way we communicate, connecting people from different places and cultures [3]. This article explores how social media affects intercultural communication, looking at its ability to promote understanding and cause misunderstandings. It examines the impact of language barriers, cultural references, and the popularization of false information, exploring how social media can either smooth or block intercultural communication.

The rise of social media platforms such as Facebook, Twitter and Instagram has transformed the methods of connecting and sharing information. These platforms provide unmatched opportunities for intercultural communication, enabling connections between people from diverse backgrounds. However, social media also poses challenges for effective intercultural communication.

One significant challenge is language. Social media content is often dominated by a few main languages, creating barriers for those who are not fluent in them. While automatic translation tools can be useful, they may also introduce errors and misunderstandings, leading to misinterpretations of cultural nuances.

Humor, sarcasm, and cultural references are easily lost in translation on social media. Jokes that are well-received in one culture might be offensive or confusing in another. This can lead to disappointing and missed communication opportunities. Gayatri Spivak, literary theorist and postcolonial critic, stated it very well "Without understanding, we all are perpetually foreigners."

The spread of false information is another major anxiety. Social media algorithms can create "echo chambers" where users are primarily unprotected to information that confirms their existing beliefs [1]. This can increase the impact of different points of view and cultural stereotypes.

Although these challenges, social media also offers tools for promoting intercultural understanding. Users can use translation tools with caution, recognizing their limitations and seeking clarification when necessary; be mindful of cultural references, using clear and brief language that transcends cultural borders; verify information before sharing it and actively seek out different viewpoints; engage in respectful dialogue with others, being open to learning about different cultures [2].

By acknowledging both the challenges and opportunities presented by social networks, we can use their power for positive change. Upbringing, responsible for online communication, with a critical eye for information and an open mind towards different perspectives will lead to a more interconnected and understanding world. Social media can be a powerful tool for promoting empathy, celebrating cultural richness, and ultimately, building bridges across cultures.

Social media is a double-edged sword for intercultural communication. While it offers unparalleled opportunities for connection and understanding, it is crucial to be aware of the challenges it presents. By using translation tools with caution, being mindful of cultural references, verifying information, and engaging in respectful dialogue, we can harness the power of social media to bridge cultural divides and create a more interconnected world.

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**INTERCULTURAL DIALOGUE AND LANGUAGE AS A WAY OF
PROMOTING UKRAINIAN CULTURE IN THE CONTEXT
OF SOCIAL INITIATIVES**

The modern world faces the great challenge of preserving and promoting cultural diversity in the conditions of globalization. In this context, intercultural dialogue and language use are important aspects of promoting intercultural understanding and exchange. The role of language as a means of communication affecting perception and communication is particularly important.

The content of intercultural communication is based on the integration of the three most important elements: language, which reflects the culture of the people; culture, which conveys the peculiarities of socio-historical conditions; and personality, which is formed in the process of education and social activity [3].

Subtleties of interlinguistic and intercultural problems communication becomes especially evident when foreign language and native language are compared. The same thing happens when comparing a foreign culture with the culture of one's country.

Therefore, it is impossible to learn a language as a means of communication without knowledge of the world of the language being studied [2, p.18].

Ukraine faces major social problems such as war, economic hardship, corruption, low living standards and unemployment [1]. Therefore, today it is important for Ukrainian brands not only to sell their goods, products or services in social networks or on the Internet, but also to emphasize that this is a Ukrainian product and culture, which has the right to exist and be recognized not only within the borders of its country, but also and abroad.

Using social media in English as well as the national language has many advantages, especially for projects of social importance. In particular, since English is an international language of communication, its use can expand the audience and attract the attention of foreign users. This provides an opportunity to raise issues between countries regarding social problems that exist not only within the borders of one state.

The spread of English-language content helps socially oriented projects attract the attention of international organizations, sponsors and investors. Moreover, the promotion of information about Ukraine's social problems in English helps to change the perception of Ukraine in the international arena and create a favorable image. That is why multilingualism in social networks promotes the exchange of experiences and ideas between different countries and cultures and contributes to the development of society as a whole. And, in this way, English-language social networks expand the possibilities of influence on society and contribute to the solution of social problems in Ukraine.

Intercultural communication is understood as the functionally determined communicative interaction of people as carriers of different cultural communities. This interaction is aimed at mutual penetration of cultural and communicative meanings, achievement of mutual understanding, consideration and support of the "image of the world" and mutual enrichment in socio-cultural and spiritual terms. This is a long process of overcoming negative stereotypes and forming readiness for dialogue and cultural communication [3].

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MODERN APPROACHES AND INNOVATIVE TECHNOLOGIES OF DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE

The problem clarifies the concepts of "innovation", "communicative competence". The main factors of the innovative approach in modern pedagogy are considered in the research. Some effective innovative methods of teaching English aimed at forming a foreign language communicative competence are analyzed.

The purpose of education is the comprehensive development of a person as a person and the highest value of society, its talents, intellectual, creative and physical abilities, the formation of values and necessary for the successful self-realization of competencies, the education of responsible citizens who are capable of conscious social

choice and the direction of their activities for the benefit of other people and society, enrichment on this basis of intellectual, economic, creative, cultural potential of the Ukrainian people, raising the educational level of citizens to ensure the sustainable development of Ukraine and its European choice [3].

Ukraine's focus on European integration, cooperation with other countries in the fields of science, education, trade, industry requires the ability to communicate in foreign languages. Thanks to the support of international organizations such as the British Council, the American Council for International Education, the Press and Culture Department of the American Embassy in Ukraine, the Goethe Institute, the French Alliance, the Spanish Embassy, updated programs in foreign languages were created [2]. Which provide that the leading means of implementing the goal of education is a competent approach to the organization of training (under the 5-6th grade program), which in turn requires new approaches in teaching a foreign language in educational institutions.

Learning foreign languages is a multifaceted complex process that includes 4 main areas: Learning speaking, writing, listening and reading. A foreign language lesson is considered a lesson in the formation of a model of communication acceptable for a certain age of education applicants. Regarding the concept of "foreign communicative competence" and its components among researchers there is no unanimity. The authors define this term (ICK) as:

- knowledge, skills and abilities necessary for understanding foreign and own programs of speech behavior, adequate to the goals, spheres, situations of communication, the content of which covers knowledge of the basic concepts of linguistics of language (styles, types, ways of communication of sentences in the text), skills and abilities of text analysis and communication skills [1].

Thus, the essence of the communicative direction is manifested in the training of students to solve communicative tasks in order to master a high level of communication in a foreign language.

The trend of using innovative technologies in English lessons is determined by Ukraine's direction to integration with Europe, rapid growth of the economy and cooperation with international organizations. Therefore, the process of learning foreign

languages has come to a significantly new stage, which involves not only the formal assimilation of vocabulary, but also the ability to effectively use the language as a means of communication in various spheres of activity, that is, the formation of foreign language competence. Lego Education, interactive, gaming, computer technology are effective means of achieving the goals set before the English teacher.

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LEVERAGING TECHNOLOGY FOR ACCESSIBLE AND DISRUPTED EDUCATION: A SPOTLIGHT ON UKRAINE

Introduction:

Today, I am delighted to share insights into the innovative ways. Ukraine is harnessing technology to ensure accessible and uninterrupted education. The focus will be on online platforms, mobile learning apps, and the integration of immersive technologies by the Institute for Digitalisation of Education of the National Academy of Educational Sciences of Ukraine.

Overcoming Physical Disruptions:

The landscape of education has witnessed significant transformations in response to unprecedented challenges. The global pandemic, political unrest, and other unforeseen events have disrupted traditional learning environments. In Ukraine, the commitment to providing continuous education prompted a strategic shift towards digital solutions [1].

Online Platforms and Mobile Learning Apps:

Ukraine has actively embraced online platforms and mobile learning apps to bridge the gap created by physical disruptions. These tools have become essential components of the education ecosystem, ensuring that students can access learning materials, engage with educators, and collaborate with peers from the safety of their homes. The versatility of online platforms allows for asynchronous learning, accommodating diverse schedules and providing flexibility to both educators and students. Mobile learning apps, easily accessible on smartphones and tablets, have democratized education by reaching students in urban and remote areas alike.

The Role of the Institute for Digitalisation of Education:

At the forefront of Ukraine's digital education initiative is the Institute for Digitalisation of Education of the National Academy of Educational Sciences. This institution plays a pivotal role in researching, developing, and implementing cutting-edge technologies to enhance the educational experience.

Immersive Technologies (VR/AR):

One of the most intriguing aspects of Ukraine's digital education strategy is the integration of immersive technologies, namely Virtual Reality (VR) and Augmented Reality (AR). The Institute recognizes the potential of these technologies to transform the traditional classroom into an engaging and interactive space.

VR/AR for Enhanced Learning Experiences:

By leveraging VR and AR, educators in Ukraine are creating immersive learning environments that transcend physical boundaries. Students can virtually explore historical landmarks, conduct virtual experiments in science labs, and engage in simulated real-world scenarios relevant to their fields of study. This not only enhances understanding but also fosters a deeper connection with the subject matter [2].

Addressing Learning Styles and Special Needs:

Immersive technologies provide a unique opportunity to cater to diverse learning styles and accommodate students with special needs. The Institute is actively working on developing content that is inclusive and adaptable, ensuring that every student, regardless of their learning preferences or abilities, can benefit from these technological advancements [3].

Conclusion:

In my opinion, the way technology has been seamlessly integrated into our education system is truly commendable. The strategic use of online platforms, mobile learning apps, and immersive technologies by Ukraine, as highlighted in the conclusion, showcases a forward-thinking approach that not only ensures educational continuity but also enhances the overall learning experience. The commitment to leveraging technology for education is empowering students with tools that cater to various learning styles and needs. This technological effort is undoubtedly contributing to a more dynamic and engaging educational landscape, preparing students for the challenges of a rapidly evolving world.

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THE LANGUAGE BARRIER AS A PROBLEM FOR AN INTERNATIONAL STUDENT

In today's globalized world, the exchange of ideas, knowledge, and experience crosses geographical borders. International education and academic mobility are important components of modern education systems. That showing the interconnected nature of different societies and recognizes that intercultural experiences enrich learning and promote global outreach. Academic mobility involves the movement of students, teachers, and researchers across international borders for educational purposes. It includes various forms such as exchange programs, faculty visits, institutional agreements, research collaborations, and joint programs. These initiatives provide participants with the opportunity to immerse themselves in diverse learning environments, interact with individuals from a variety of cultural backgrounds, and gain new perspectives in their fields of study [1].

International education includes the integration of global perspectives and methodologies into curricula and practices on a global scale. It aims to prepare students to function successfully in a multicultural society by exposing them to different ideas, languages, and ways of thinking in different situations. International education goes beyond mere exposure to international topics; it involves the development of intercultural competence, fosters intercultural communication skills, and cultivates a deep understanding of cultural diversity [2].

However, despite the many benefits, academic mobility and international integration also present challenges for students. The main problem for international students is the language barrier. This is confirmed by the experience at Airlangga University, which hinders successful adaptation and study at universities or higher education institutions abroad. Academic difficulties also indicate that international students demonstrate poor classroom participation and academic achievement skills,

which leads to a decrease in their interest in learning. Additionally, they often miss important notes in certain subjects due to language barriers, which leads to increased stress levels. When lectures are delivered in Bahasa Indonesia, a language they find difficult to understand, their mood and participation in class are negatively affected. This language barrier also reduces their interest in participating in class activities and other assignments. Consequently, international students may miss important information and may not approach assignments with the same seriousness as their local Indonesian peers who openly participate in classroom activities. As a result, this situation may contribute to feelings of alienation among international students at Airlangga University [3].

The current investigation defines the problem of the language barrier which causes stress regarding academics among international students. Seventy international students contributed to the current study. The study finds that 68% of participants were suffering from the stress of the language barrier in academics among international students [3].

Therefore, it is important to provide support and additional resources for international students who face language difficulties. This may include language training courses, cultural programs, and support from the faculty and student organizations. It will help international students integrate and succeed in their new learning environment. There are also cultural adjustment issues, logistical difficulties, and financial constraints. Institutions responsible for international exchange should address these challenges by providing appropriate support to ensure the success and well-being of mobile students and researchers.

Hence, academic mobility and interculturalisation of the learning process play an important role in modern educational systems, facilitating the exchange of knowledge and experience across borders. These initiatives enrich the educational process by enabling students to be exposed to diverse perspectives and cultures, promoting creativity, critical thinking, and intercultural competence.

In conclusion, to address these challenges and ensure the success of mobile students and researchers, institutions should provide comprehensive support and resources throughout the students' stay in the host country. This includes language courses, cultural orientation programs, financial assistance, and mental health resources

to facilitate students' adjustment to their new environment and improve their overall well-being. Despite these challenges, academic mobility and international education remain essential tools for advancing knowledge, fostering global cooperation, and preparing students to succeed in an increasingly connected world. By breaking down barriers and embracing diversity, academic mobility contributes to a more inclusive and collaborative global community.

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INNOVATIVE LEARNING TOOLS: NEW
IN THE WORLD EDUCATION

Innovation in modern education is the only professional forum of educational, scientific and scientific-technical innovations in Ukraine, at which innovative achievements in the field of education are widely presented [1].

Specific features of innovative education is its openness to the future, the ability to predict on the basis of a constant revaluation of values, a disposition to constructive actions in updated situations [2].

One of the ways to increase the efficiency of the system education is the implementation of innovations in practice. Implementation innovation in the field of education is a complex process that involves gradual updating and improvement of the content, methods, means [3].

The quality of education is an indicator of the standard of living of an innovative society [4].

New computer technologies are the basis of successful education [5].

Reorientation from the traditional system of learning as knowledge acquisition to innovative, primarily self-oriented learning process [6].

The development of innovation depends on to what extent the social and psychological environment needs a new one ideas[7].

Innovations in education - this is the process of creation, introduction and dissemination in education the practice of new ideas, tools, pedagogical and managerial technologies, as a result of which indicators (levels) increase achievements of the structural components of education is taking place transition of the system to a qualitatively different state [8].

Education in its content, forms and methods is variable, as it must respond to new civilizational challenges, social realities, taking into account trends, development prospects humanity, the national existence of the people [9].

The specific features of innovative training are his openness to the future, the ability to foresee on the basis of constant reassessment of values, attitude to constructive actions in renewable situations [10].

Innovations do not arise by themselves, they are the result scientific research [11].

The main features of the newly introduced technologies are efficiency, rationality [12].

In modern conditions, the system of higher education is oriented towards new educational ones technologies in education related to the reduction of compulsory classroom teaching load and increasing the share of independent work of students [13].

Innovative teaching methods provide students with professional skills and abilities by involving them in intensive cognitive activities [14].

The use of information technology makes the learning process more effective and fruitful. And if information technologies are used skillfully in combination with selected learning technologies, the necessary level of learning quality is created [15].

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THE ROLE OF INTERCULTURAL DIALOGUE IN THE PROFESSIONAL ACTIVITY OF A JOURNALIST

A vital skill in today's diverse European societies is fostering an intercultural mindset. It is crucial for each individual to embrace openness to the global community, whether at a national level, interacting with fellow citizens of diverse cultural backgrounds and immigrants from third-world countries, or at a European level, fostering understanding and collaboration with people from other European nations [1].

Intercultural communication is the skill of engaging with individuals from various cultural backgrounds. Successful interaction across cultural divides necessitates resilience and an awareness of each other's distinctions. This includes proficiency in language, familiarity with customs, understanding diverse thought processes, being mindful of social norms, and acknowledging habits. Effectively communicating across cultural borders is indispensable for the triumph of any intercultural or multinational undertaking. Furthermore, it contributes to enhancing relationships by facilitating bilateral conversations, thereby nurturing mutual understanding among individuals with diverse backgrounds.

Intercultural communication is the key skill for a journalist to communicate and report on issues about different cultures, customs, etc. L. Bashmanivska believes that telecommunications and radio broadcasting create an image of a participant in a dialogue whose way of behavior is relevant to a particular national group for modern audiences. This contributes to mutual understanding among members of the society living nearby. In their interactions with media professionals, participants in television and radio programs express their views on events, contribute to the formation of public opinion, and provide important lessons in communication [4, p 199]. Therefore, the media is a positive factor that influences the formation of public opinion and familiarizes the audience with the cultural achievements of individual nationalities and people. D. McQuail emphasizes the importance of the media, as they serve as an arena for reflecting public, national and international events, as well as a place for shaping culture, traditions, fashions, lifestyles and norms [2]. This shows that the media influence a wide range of aspects of society and play the key role in determining the perception and development of values and cultural characteristics.

Summarizing the above, intercultural dialogue is important in the professional activity of a journalist. It not only expands people's knowledge of the culture of other nations, but also helps journalists develop the skill of intercultural communication, which in turn increases the level of professionalism of the specialist.

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MODERN APPROACHES AND INNOVATIVE TECHNOLOGIES IN DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE

The traditional methods of foreign language learning are evolving to meet the demands of a globalized world. Communicative competence, the ability to use language

effectively in real-world situations, is now a primary focus. Here, we explore modern approaches and innovative technologies that enhance this skill.

Modern approaches prioritize communication over rote memorization of grammar rules. Activities like simulations, role-playing, and discussions encourage learners to use language functionally. Project-based learning allows them to collaborate and solve problems in the target language, mimicking real-life scenarios [1].

Technology offers a wealth of resources to boost communicative competence. Interactive platforms provide opportunities for language exchange with native speakers. Mobile apps with gamified elements make learning engaging and accessible. Virtual reality simulations can immerse learners in foreign language environments, fostering practical application.

Modern approaches acknowledge the importance of individual learning styles. Adaptive learning platforms personalize the learning journey, focusing on areas that require more practice. Learners can access diverse materials like podcasts, movies, and audiobooks, catering to their interests and strengthening their comprehension skills [2].

Developing strong communicative competence empowers individuals to navigate the global landscape with confidence. It fosters intercultural understanding, strengthens international business partnerships, and opens doors to educational and professional opportunities abroad. By embracing these modern approaches and innovative technologies, foreign language learning becomes an enriching and practical experience [3].

Modern approaches to foreign language learning prioritize the development of communicative competence, enabling learners to effectively use the language in real-world situations. Innovative technologies play a crucial role in this process, with interactive platforms, mobile apps, and virtual reality making learning more engaging and efficient.

The benefits of fostering strong communicative competence are numerous. It empowers individuals to confidently interact with people from other cultures, enhances intercultural understanding, and broadens opportunities for international business partnerships and employment abroad. Embracing these modern approaches and

technologies transforms foreign language learning into an enriching and practical experience.

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INNOVATION IN MODERN EDUCATION

The current socio-economic situation in Ukraine requires drastic changes in all spheres of social life, including in education. Current requirements for modern ygeducational institutions are set forth in the Law of Ukraine "On Education" and enshrined in the State Doctrine of Education. Innovations in education are related to general processes in society, global problems and integration of knowledge and forms of social life. Therefore, innovativeness, that is, the ability to perceive new things, openness, is a characteristic feature of modern pedagogy.

The development of the system of higher and secondary education requires research and implementation of modern technologies and new methods of teaching children and youth from pedagogical science and practice. Innovations in pedagogy are

related to general processes in society, globalization and integration processes. Innovative activity in Ukraine is provided for by the Law of Ukraine "On priority areas of innovative activity in Ukraine" and "National program for forecasting scientific, technical and innovative development". Innovations in education are a natural phenomenon, their nature is dynamic, and the consequences are developmental in nature.

It is able to resolve the contradiction between the need for new education and the need for new education. An essential feature of innovations is their ability to influence the general level of professional activity of educators and expand the innovative field of the educational environment of an educational institution or region. As a system formation, innovation is characterized by such important qualities as innovation processes, innovation activity, innovation potential and innovation environment. The source of innovations is a purposeful search for ideas to resolve contradictions, and their development takes place through testing in the form of pedagogical experiments and research-experimental implementations. The development of innovations depends on the extent to which the social and psychological environment needs new ideas. The continued existence of innovations is connected with the transition to a stable stage of functioning. Thus, innovation in education is the process of creation, implementation and dissemination in educational practice of new ideas, tools, pedagogical and administrative technologies, the result of which is the improvement of indicators of achievement (levels) of structural components of education and the transition of the system to a qualitatively different state. The term "innovation" has a multifaceted meaning, as it consists of two forms: the idea itself and the process of its implementation [1].

The rapid development of modern knowledge and technologies requires the integration of science and production, which is carried out at the level of consulting centers, which are national and regional centers of scientific and technical research. Ivan Franko-Zhytomyr University is a model of a regional innovation and consulting center, implemented on the basis of two educational and production complexes, the Polish Innovation Center for Education and Development, a consortium of higher education institutions and various forms of international scientific cooperation, scientific and

methodical universities, as well as interdepartmental research centers and institutes. The most important division of this multi-structural innovation and consulting structure is the training and production complex "Polysha". According to the regulation approved by the Ministry of Education.

According to the regulation approved by the Ministry of Education and Science of Ukraine, the educational and industrial complex "Polyssia" ensures the coordination of the joint activities of educational institutions and promotes the joint activities of educational institutions [2].

Coordination of joint activities of educational institutions; promoting the implementation of graduate training of future specialists according to end-to-end curricula and programs; scientific and pedagogical personnel of educational, experimental and production institutions; effective use of social infrastructure; organization of professional development of teachers of educational institutions; joint research; approbation and use of research results, development of educational and methodological support.

The "Polisia" complex unites more than 20 educational institutions of various accreditation levels - from kindergartens working according to the Waldorf pedagogical system to postgraduate courses of pedagogical institutes. The activity of the complex is aimed not only at the implementation of a system of continuous education and the selection of high-quality applicants for admission to higher education institutions, but also at the launch of important complex research and pedagogical projects [3].

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MODERN APPROACHES AND INNOVATIVE TECHNOLOGIES OF DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE

A human being cannot exist without another human being, and therefore cannot exist without communication. Every day we communicate and exchange information with each other. Talking in our native language is usually not a big problem for us, the same cannot be said about a foreign language. If it is necessary to communicate in a language other than our native one, we need to convey the right point of opinion correctly to our interlocutor, so that he understands us, that is why communicative competence is essential.

We have to talk about the methods of learning the language itself, as this will later affect our ability to communicate and express our opinions. The basis of our communication is vocabulary, which is logical. There are many ways to study it, but I would like to highlight only a few of them that are effective. When studying, flashcards can help us, they can be made manually, or we can use a mobile application that will facilitate our studying[1] It is common for many people to complain about forgetting words quickly. The problem is that for the words to go into long-term memory from short-term memory, we need to do several steps[2]. First, there is such a technique as spaced repetition, the essence of which is that we review these words after a certain period, short intervals (like one hour) become longer (like one week) as you review[3]. Second, we must not only learn this word by itself, but also use it in sentences, that is why it is often advised to study not just a word, but a sentence with this word, so we will remember it better. Associations can also help us when learning words and this is how it works. You learn a word, you have come up with an association for it, now when you need to remember it, the same association will immediately come to mind, and with it automatically the word.

In our opinion, to improve your communication skills in one or another language, you need to stop being afraid to speak it. That's right, it sounds trite, but many people are afraid of this, believing that they are not yet "ready", they are afraid of making mistakes, although it is normal to make them. Today, the world is digitized, and each of us has access to the Internet, which in turn can help us communicate in a foreign language. There are mobile applications in which you can communicate with foreigners, and they, in turn, can help you improve your communication skills. Not only will you be able to improve your skills, but you will also learn more about the culture, which will also allow you to deepen your understanding of the language.

Listening to foreign language podcasts can be an easy way to improve our communicative competence[4]. We have our smartphones with us 24/7, so listening would not be a big problem for us. There are a lot of podcasts now, and everyone will be able to find a topic that will be interesting to them. During listening, you will eventually understand how grammar works and will also expand your vocabulary. More over you will get used to the way people speak and will copy their pronunciation.

Summing up, I would like to say that the ability to communicate in a foreign language is important, but equally important is the ability to communicate in a way that your interlocutor can understand you. Communication plays a crucial role in the development of our thinking. Through communication, we expand our horizons and learn from the ideas of others.

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EDUCATION THROUGH SOCIAL NETWORKS AS A COMPONENT OF SMM STRATEGY

The broad possibilities of IT reveal a whole range of options for both teaching and self-education. Due to its flexibility, Internet resources allow the development of various types of educational activities [3]. Thanks to this, the promotion of educational courses by SMM agencies is significantly popularized. In this way, they increase their visibility among the audience, show their expertise and win the trust of potential customers. Today, promoting your own training courses through social networks is an effective method of Internet marketing.

Social media marketing has many advantages over traditional advertising. For example, the low cost of an advertising campaign. In addition, advertising is aimed specifically at your target audience, which is interested in buying. According to various Internet marketing studies, social networks are more popular than all traditional resources. Search engines can be more effective than social networks, but they are also losing their positions in favor of social networks every day. Among the advantages of social networks, it is also important to highlight the efficiency of interaction with customers. You can instantly get feedback from the target audience and vice versa, thanks to which you can increase their loyalty to the brand or company.

Currently, the tendency to use social networks for educational purposes is growing. This is due to the fact that every modern person has a digital device and access to high-speed Internet. Touch gadgets are easy to control and provide access to exciting images, photos, videos with good quality, as well as with the possibility of instant interactivity and participation in communication with the creator of digital content. The fast pace of

life forces a modern person to look for such forms of training and education that are effective and take a small amount of time. The format of training in social networks is one of the convenient and easily accessible training options for a modern person, despite his busy schedule [2].

Today, the Instagram network is the leader in the number of subscribers among educational resources. It has the possibility of live broadcasting, short stories, the possibility of flipping photos within the framework of one publication. Instagram is primarily a visual social community, the content of which consists mainly of images. One image is one post, which, if necessary, can be supplemented with a text comment and voiced, which can be very well used in the learning process. The format of learning on Instagram is flexible and mobile: a student can start learning new material at any time convenient for him, being anywhere in the world, with access to the Internet [1].

So, in this way, we can conclude that the creation and distribution of own educational materials, as one of the components of the SMM strategy, is an extremely effective and popular approach in the modern world. The creation of training courses in social networks helps to increase brand recognition, it also creates additional opportunities for interaction with the audience and strengthening authority in the expert field. Taking into account the growing popularity of this approach in the modern Internet space, the creation of training courses in social networks seems not only rational, but also a promising step for promotion.

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JAMBOARD AS AN INNOVATIVE TOOL FOR LEARNING

Information technology plays an important role in the modern world. Due to technological advances, we can study and work remotely. This allows us to solve problems without being tied to one place and develops multitasking as a useful skill for people.

Interactive whiteboards have been created to provide a faster and more interesting way to receive and assimilate information. This device is used in schools, universities, distance learning rooms etc. The advantage of using this tool is group interaction. Interactive whiteboards help to increase the effectiveness of teamwork [1].

Jamboard is a smart whiteboard that simplifies teamwork through integration with Google Cloud Platform. It's an innovative cloud-based touchscreen display that allows you to create, plan, and implement team business ideas. Together with Google Workspace, Jamboard opens the way to productive meetings and brainstorming sessions. You can collaborate with team members from any device in real time. With this device, you can quickly save and share your ideas, collaborate in real time from anywhere in the world, and even interact between multiple Jamboards at the same time [2].

Jamboard offers a wide range of features that facilitate effective collaboration. With its digital canvas, teams can sketch, write, and add images or sticky notes, just like on a traditional whiteboard. The real power, however, lies in its integration with other digital tools and platforms. Users can easily import files, access the internet for research, or incorporate multimedia elements, such as videos or interactive presentations. This versatility enables teams to gather relevant information, synthesize ideas, and visualize concepts, all within the same collaborative space.

Furthermore, Jamboard enables simultaneous collaboration, allowing multiple team members to work on the same board in real-time. This feature eliminates the need

for tedious email exchanges or in-person meetings, saving valuable time and ensuring efficient decision-making. Additionally, Jamboard provides the flexibility of accessing boards from various devices, including laptops, tablets, or smartphones, ensuring seamless collaboration even on the go.

Real-world examples showcase the transformative power of Jamboard across different industries and settings. In the education sector, teachers have embraced Jamboard as a tool to engage students and facilitate interactive learning. Through virtual classrooms, teachers can create engaging lessons, interactive quizzes, and collaborative projects, enhancing student participation and knowledge retention.

In the business world, Jamboard has revolutionized remote and hybrid work environments. Teams can ideate and strategize together, regardless of geographical barriers. Companies use Jamboard for virtual meetings, project planning, and creative sessions, fostering innovation and driving collective problem-solving. It empowers employees to contribute their ideas, thoughts, and expertise, breaking down silos and fostering a culture of collaboration.

Moreover, Jamboard has found applications in design thinking workshops, agile project management, and even healthcare settings, where teams can collaborate on patient care plans or medical research. Its versatility makes it an invaluable tool for any scenario that requires visual communication, ideation, and collaboration.

In conclusion, Jamboard is a powerful tool for enhancing collaboration and ideation. We can say that this device not only helps to absorb information quickly and efficiently, but also trains responsibility and communication skills for group work. If we consider Jamboard for educational institutions, the use of this board helps to increase motivation to learn, saves time in preparation for assessment, since the visibility and interactivity of the information provided when choosing such an organization of work is aimed at providing students with better knowledge that meets the requirements of today.

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ACADEMIC MOBILITY: A CATALYST FOR INTERNATIONALIZING THE LEARNING PROCESS

The growing interconnectedness of the world necessitates a paradigm shift in educational approaches, fostering a global perspective and intercultural understanding. In this context, academic mobility, characterized by the movement of students, faculty, and researchers across national borders, emerges as a key driver of internationalization in the learning process. This thesis delves into the multifaceted benefits of academic mobility, demonstrating its contribution to fostering intercultural understanding, enhancing knowledge creation, and enriching the educational experience.

Academic mobility facilitates immersion in diverse cultural contexts, fostering intercultural understanding and empathy. As students and faculty engage with individuals from different cultural backgrounds, they are exposed to a multitude of perspectives and challenged to critically examine their own viewpoints [1].

This exposure dismantles stereotypical thinking, fosters tolerance and acceptance of differences, and equips individuals with the necessary skills to navigate the complexities of a globally interconnected world. As highlighted by Durham Research in their study on student mobility and internationalization, "internationalisation can be a powerful tool for promoting intercultural understanding and fostering a sense of global citizenship." [2].

Academic mobility acts as a catalyst for knowledge creation and innovation. By facilitating collaboration between researchers and institutions across borders, it fosters the exchange of diverse methodologies, theoretical frameworks, and disciplinary approaches. This cross-pollination of knowledge sparks innovative ideas, accelerates scientific progress, and contributes to the global knowledge pool, ultimately enriching the educational experience not only for participants but also for the academic community at large.

Participating in academic mobility programs allows individuals to experience diverse pedagogical frameworks, teaching styles, and learning environments, broadening their academic horizons and fostering critical thinking skills. This exposure, as noted in Durham Research, enhances student adaptability and resilience, allowing them to develop valuable life skills like self-reliance and intercultural communication. This holistic approach to education equips graduates with the necessary competencies to thrive in a globalized job market and become responsible global citizens [3].

Despite its numerous benefits, it is essential to acknowledge the challenges associated with academic mobility. Logistical hurdles, financial constraints, language barriers, and cultural adaptations can pose significant obstacles for potential participants. Ensuring equitable access to international opportunities, providing adequate support services, and fostering inclusive learning environments are crucial aspects to consider when maximizing the positive impact of academic mobility.

In conclusion, academic mobility serves as a potent catalyst for internationalizing the learning process. By fostering intercultural understanding, enriching knowledge creation, and elevating the educational experience, it equips individuals with the necessary skills and knowledge to thrive in an increasingly interconnected world. By addressing the existing challenges and fostering inclusive practices, the transformative potential of academic mobility can be harnessed to create a more interconnected and prosperous global society.

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ACADEMIC MOBILITY AND INTERNATIONALIZATION
OF THE LEARNING PROCESS

The term "academic mobility" implies a period of study, teaching and/or research in a country other than a student's or academic staff member's country of residence (henceforth referred to as the "home country"). Modern researchers believe that academic mobility requires special attention, because it is not implemented as we would like. The European Higher Education Area strives to reach such a level that 20% of European students have experience of a long-term stay in the academic environment of another country. This will allow educational institutions to compete in the market for the provision of educational services, and former students to compete in the labor market. Thus, a future specialist can have a higher salary, because he had more experience, both scientific and life. If we consider the example of international business, then an experienced specialist in this specialty can take into account not only the

economic component of doing business, but also take into account cultural differences and more easily overcome the challenges of a multiculturally globalized world.

In the context of globalization, only internationalization can help in solving common issues of international cooperation. International cooperation around the world is now one of the main indicators of quality determination in the field of education and science and, at the same time, one of the main tools for its provision and improvement. Therefore, higher education institutions in all countries are involved in international activities and seek to expand them, while demonstrating differences in the understanding of its values, goals, objectives and means. Indicators of such changes according to Jane Knight are as follows:

- development of new international networks and associations.

- increase in the number of students, teachers and researchers participating in academic mobility programs.

- increase in the number of courses, programmes and qualifications that focus on comparative and international topics.

- greater emphasis on the development of international/intercultural and global competences. - Stronger interest in international topics and collaborative research. - a growing number of cross-border supply of academic programs.

-increased extracurricular activities with international or multicultural components on campus. - Stimulating the attraction of foreign students.

- increase in the number of joint or double diplomas.

- expansion of partnerships, franchising, offshore branches.

To sum up, I would like to say that the process of internationalization has great modernization potential and is the main tool for strengthening leadership in higher education at the national, institutional and individual levels. Academic mobility intensifies competition in higher education, puts forward new requirements, and changes the university environment and life. Educational and scientific products that are considered to be of high quality at the national level may not be competitive at the global and European levels. But this does not mean that national scientific and educational achievements and achievements should give way to world ones. It is here that the methodological internationalist perspective should be updated and applied,

which will make it possible not to destroy national systems of higher education, guided by the abstract requirements of internationalization, but to significantly improve them by integrating a new and better efficiency of internationalization standard. Ensure quality standards and mechanisms at the national level.

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INNOVATIVE APPROACHES TO INTERCULTURAL DIALOGUE AND LANGUAGE EDUCATION IN THE ERA OF DIGITAL TECHNOLOGIES AND GLOBALIZATION WITHIN THE THE CONTEXT OF SOCIAL NETWORK

In the rapidly globalizing and digitalizing world we live in today, encouraging cross-cultural communication and improving language instruction are essential for promoting understanding and cooperation amongst many cultures around the globe. This study investigates creative strategies to deal with these issues in the context of digital advancement and global interconnectedness, with a particular emphasis on making use of social network capabilities. This research attempts to provide light on practical methods for negotiating the complexities of cultural diversity and language obstacles in today's linked world by examining the nexus of intercultural conversation, language education, digital advancements, and globalization.

The dynamics of intercultural communication and language acquisition have undergone significant changes as a result of the advent of digital technology and globalization. In example, social networks have become powerful instruments that unite individuals from different cultural origins and enable seamless cross-cultural exchanges. Platforms such as Facebook, Twitter and Instagram act as channels for multilingual conversation, cultural sharing, and the global exchange of ideas, forming virtual arenas that promote mutual understanding and celebrate linguistic diversity across geographies and cultural landscapes. Innovative strategies for intercultural dialogue and language learning encompass a wide range of approaches [1]. For example, virtual exchange programs provide students with dynamic platforms for intercultural conversation and language learning. These programs, which collaborate online with peers from different cultural contexts, use digital technologies to facilitate structured interactions, virtual classrooms and collaborative projects, increasing students' intercultural competence and language skills in a digital environment [2].

Another innovative tactic is the integration of play. techniques into language. . learning platforms and programs. By adding elements of game design and mechanics, language learning becomes interactive, engaging and engaging. Through playful language learning experiences, students are encouraged to perfect their language skills,

explore cultural nuances and interact with virtual communities, deepening their intercultural awareness and language skills in an enjoyable and interactive way [3].

In addition, social media platforms provide opportunities for language learners. participate in language exchange communities where they can interact with native speakers of their target language and participate in mutual language practice. Language exchange groups on platforms such as Reddit, Discord and language forums promote equal learning, cultural exchange and mutual support among language enthusiasts around the world, fostering meaningful connections and facilitating intercultural dialogue in the digital world [4] .

Ultimately, innovative approaches promote intercultural advertising. dialogue and the improvement of language education in the age of digital technology and globalization hold enormous promise for fostering cultural exchange, celebrating linguistic diversity and fostering intercultural understanding in our interconnected world. By harnessing the transformative potential of digital platforms, educators, learners and stakeholders can use innovative strategies to overcome cultural differences, overcome language barriers and develop an inclusive digital space where dialogue, collaboration and mutual respect flourish [4]. Acknowledging the possibilities offered by digital technology and globalization emphasizes the priority of inclusive and fair methods in intercultural dialogue and language learning. It ensures that every person has access to the tools, resources and opportunities they need to thrive in a connected, diverse and multicultural society.

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MOBILITY AND THE INTERNATIONALIZATION OF THE LEARNING PROCESS: FOSTERING GLOBAL CITIZENS IN HIGHER EDUCATION

This paper examines the growing phenomenon of academic mobility and its role in the internationalization of the learning process within higher education. It explores the significant benefits of student, faculty, and researcher exchange programs in fostering intercultural understanding, developing global competencies, and enriching academic experiences. Additionally, the paper discusses strategies for internationalizing the curriculum itself, promoting a global learning environment for all students.

The contemporary landscape of higher education is undergoing a paradigm shift towards internationalization. This trend reflects the growing interconnectedness of the world and the need for graduates equipped with the skills and knowledge to navigate a globalized future. Academic mobility, a critical driver of this transformation, encompasses the movement of students, faculty, and researchers across national borders for educational purposes. This paper delves into the multifaceted benefits of academic mobility and its role in internationalizing the learning process.

Benefits of Academic Mobility:

Immersing oneself in a new cultural environment through academic mobility fosters exposure to diverse perspectives, social norms, and communication styles. This firsthand experience challenges pre-existing biases and fosters tolerance, empathy, and critical thinking skills necessary for effective cross-cultural interaction.

Participation in exchange programs equips students with a valuable skill set crucial for success in the globalized workforce. These competencies include effective communication across cultures, collaborative problem-solving in diverse teams, and critical thinking informed by international perspectives.

Academic mobility allows students to gain exposure to new pedagogical approaches, cutting-edge research, and subject-matter expertise from international faculty and institutions. This broadens their knowledge base and fosters intellectual curiosity, leading to a more comprehensive understanding of their chosen field.

Graduates with international experience are increasingly sought after by employers due to their adaptability, intercultural fluency, and global mindset. Academic mobility provides a tangible advantage in today's competitive job market [1].

Internationalization of the Learning Process:

Academic mobility is not the sole driver of internationalization in higher education. A parallel trend involves actively fostering a global learning environment within the curriculum itself. This can be achieved through:

Developing International Curricula: Integrating global case studies, diverse viewpoints on historical and contemporary issues, and internationally-focused theoretical frameworks into core courses.

Virtual Exchange Programs: Leveraging technology to facilitate online collaboration and interaction between students from different countries on joint projects and discussions.

International Faculty Collaboration: Encouraging partnerships between faculty members from various institutions to co-teach courses, develop joint research projects, and share best practices that incorporate international perspectives [1].

Strategies for Internationalization

Developing International Curricula: Integrating global case studies, diverse viewpoints, and international issues into core courses.

Virtual Exchange Programs: Utilizing technology to facilitate online collaboration and interaction between students from different countries.

International Faculty Collaboration: Encouraging partnerships between faculty from various institutions to co-teach courses or develop joint research projects [2].

Conclusion: The confluence of academic mobility and the internationalization of learning offers a transformative approach to higher education. By promoting intercultural understanding, developing global competencies, and broadening academic horizons, these trends prepare students for success in a world increasingly defined by global interconnectedness. The ability to navigate diverse cultures, think critically across borders, and collaborate effectively with international peers are essential skill sets for our future generation of leaders and innovators. Investing in academic mobility and the internationalization of the curriculum are not merely trends, but vital steps in preparing globally competent graduates ready to thrive in the 21st century.

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THE ROLE OF INTERNATIONAL EDUCATION FOR INTERNATIONAL ECONOMISTS

The modern world is characterized by increasing interdependence among countries in economic, political, trade, and cultural spheres. This interdependence makes international education an important component in preparing professionals, particularly international economists, capable of effective interaction in the global economic environment. This essay examines the role of international education for international economists and its significance in the contemporary world.

Expanding Horizons

One of the key roles of international education for international economists is expanding their horizons. It provides them with the opportunity to learn about the economic systems of other countries, as well as their political and cultural characteristics, enabling them to better understand the global economy. This allows them to analyze international trends and develop the ability to make effective decisions on a global scale.

Facilitating International Cooperation

International education for international economists also contributes to international cooperation. They develop skills in intercultural communication, understand the peculiarities of different economic systems, and can work within various cultural and economic norms. This builds bridges between countries, facilitates the development of international agreements and trade deals, and promotes economic growth.

Developing Global Leaders

International education plays a crucial role in developing future leaders in the global economy. It provides students with the opportunity to develop critical thinking, solve complex problems, and make strategic decisions on an international level. This is essential for addressing global economic challenges and achieving sustainable development.

Strategies for the Development of International Education for International Economists

To ensure the effectiveness of international education for international economists, a variety of strategies need to be implemented. Firstly, it is important to develop programs for international exchange and internships for students. This will allow them to gain practical experience in different countries and cultures. Secondly, increasing the number of international research projects and joint programs can provide students with knowledge and experience in the field of international economics. Thirdly, ensuring access to international education through financial support and scholarships for students from various social and economic backgrounds is essential.

Conclusion

In the modern world, international education plays a crucial role in preparing international economists for work in the global society. It expands their horizons, promotes international cooperation, and shapes future global leaders. Ensuring the accessibility and quality of international education is vital for global economic development and international cooperation.

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INTERNATIONAL EDUCATION, CURRENT OPPORTUNITIES AND STRATEGIES FOR YOUTH DEVELOPMENT

International education plays a crucial role in shaping the prospects and development of today's youth. As the world becomes increasingly interconnected, it is essential to equip young minds with the necessary skills and knowledge to navigate the global landscape.

In Ukraine, the National Youth Strategy serves as a comprehensive framework aimed at addressing the challenges and needs encountered by the youth, with a focus on enhancing their engagement in community activities, fostering competitiveness, and providing avenues for self-fulfillment.

Aligned with global practices and strategic documents, the National Youth Strategy will be implemented through several stages. The first stage involves improving the regulatory framework and developing targeted and other programs by 2022. The second stage, until 2030, will see the implementation of these regulatory acts, programs, and international agreements. Additionally, there will be an assessment of the effectiveness of youth policy, development of recommendations, their expert discussion, and ultimately, the improvement of youth legislation. Control will include ongoing monitoring of the implementation of the Strategy's tasks and annual assessment of the effectiveness of youth policy implementation.

The primary goals of the National Youth Strategy include prioritizing the safety of young people, focusing on both their physical and mental well-being, fostering civic engagement and proficiency, and facilitating their inclusion in society. As a result, the strategy aims to:

• Improve youth safety and bolster their ability to adapt to their environment.

• Advocate for healthy living practices, encompassing physical fitness, nutritious eating habits, and mental wellness.

• Encourage youth to actively participate in community affairs, nurturing their autonomy, competitiveness, and civic aptitude.

• Facilitate the mobility and integration of youth into social and cultural spheres within Ukraine and globally.

The trade union emphasizes that among the important tasks of implementing the State Targeted Social Program should be:

• Facilitating youth access to higher education free of charge, as is the case in many leading countries around the world or by including the cost of education in the subsistence minimum, as provided for in Article 4 of the Law of Ukraine "On Education."

• Restoring the number of individuals receiving scholarship support to at least 2/3 and no more than 75% of students, rather than just 45% as currently stated in the law. That is, 25-28% of students from the total (every fourth), who are successfully studying, have lost the right to receive scholarships.

• Establishing a modern network of student dormitories.

• Creating new jobs and facilitating the employment of graduates of higher, postgraduate, vocational, and technical education institutions.

• Recognizing education funding as a state investment in human capital, sustainable development of society, and the state.

• Meeting the requirement of Article 78 of the Law of Ukraine "On Education" regarding ensuring education expenditures at a level of no less than 7% of gross domestic product.

• Protecting and caring for young educational, scientific, and educational workers, and other education sector employees by the state.

• Providing adequate funding for personnel training by state higher education institutions according to established standards.

• Introducing mandatory state insurance in case of illness with coronavirus disease for education institution employees and developing the corresponding procedure for its implementation.

For example, the Erasmus+ program offers valuable opportunities for the effective development of Ukrainian education through collaboration with educational institutions

from other countries. This program encompasses all levels of education and encourages partnerships between schools and higher education institutions to promote European values, innovative teaching practices, and inclusive, green, and digital transformations. By participating in international consortia and engaging in collaborative projects, Ukrainian schools contribute to the modernization of educational programs and the quality training of teachers.

In conclusion, the integration of international education initiatives, such as the National Youth Strategy and the Erasmus+ program, alongside domestic policies, underscores the importance of fostering collaboration and cooperation between different educational sectors for the holistic development of youth in Ukraine.

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THE IMPORTANCE OF FOREIGN LANFUAGE
FOR THE SPECIALTY OF INTERNATIONAL LAW

The field of international law manages the complex interactions between states and other international entities. In today's globalized world, proficiency in a foreign language is no longer just an asset, but a fundamental requirement for professionals in this dynamic field. Foreign language proficiency empowers international lawyers in multiple ways, including communication, research skills, and career advancement potential.

Effective communication is at the core of international legal practice. Whether negotiating treaties, conducting research across jurisdictions, or representing clients in international courts, lawyers routinely communicate across borders. Proficiency in a foreign language facilitates direct interaction with the other party and eliminates the possibility of misunderstandings and nuances lost during translation [1]. The ability to converse seamlessly with foreign officials is critical to cooperation and conflict resolution in an interconnected world.

International legal research requires access to a vast array of primary sources produced in a variety of languages. Treaties, national laws, court decisions, and documents of international organizations are often only available in the original language. Mastery of the relevant languages empowers lawyers to synthesize and analyze these materials and to better grasp complex legal issues beyond language barriers. A study by the European Commission has found that law students with high proficiency in foreign languages are better suited to conduct effective legal research in an international context [2].

In today's competitive global marketplace, multilingual proficiency is a distinct advantage. Law firms and international organizations actively recruit multilingual candidates and recognize their ability to navigate diverse environments [3]. From diplomatic missions to multinational corporations, opportunities abound for those skilled in bridging linguistic divides. Multilingual competence paves the way for cooperation, knowledge sharing, and contributions to the harmonious advancement of international relations and legal frameworks.

While English has firmly established itself as the lingua franca of international law, overreliance on this single language brings limitations. Learning other languages will expand access to legal perspectives and resources beyond the Anglo-American sphere and promote a more comprehensive and nuanced understanding of the field. Preferred languages are those used by major international organizations, including English, French, Spanish, and Chinese. However, specialized legal terminology and phrases remain essential to professional development beyond basic language proficiency.

To sum it up, foreign language proficiency has evolved from a valuable asset to an essential tool for success in the realm of international law. As the field continues to evolve globally, the importance of multilingual proficiency will only grow stronger, enabling legal professionals to effectively navigate the complexities of a world without boundaries.

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THE INFLUENCE OF CLICKBAIT HEADLINES ON INTERNET USERS: A DOUBLE-EDGED SWORD

In the digital age, where information is just a click away, the battle for users' attention has grown significantly. Clickbait headlines, characterized by sensationalism and hyperbolized claims, have become a common strategy employed by online content creators to attract viewers. While these headlines promise engaging content, their impact on internet users is complex and multifaceted.

Clickbait headlines tap into human curiosity and the desire for instant pleasure. They promise quick entertainment, shocking revelations, or valuable insights, often exploiting emotional triggers to make viewers click. These headlines often employ hyperbolic language or pose provocative questions, creating a sense of urgency among users. As an example, here is the popular article named «8-year-old girl gives her meal to homeless man and receives extraordinary call days later» [6]. Research conducted by Psychological Science suggests that our brains are wired to respond to novelty and uncertainty [4]. The expectation of discovering something new or unexpected triggers the release of dopamine, a neurotransmitter associated with pleasure and reward, reinforcing the behavior of clicking on such headlines. However, the sharing of clickbait headlines has raised concerns about their negative impact on online discourse and user behavior. Clickbait often prioritizes sensationalism over accuracy, leading to misinformation and the spread of fake news. Article named «Drinking Age at Disney World May be Lowered to 18» is a good example to demonstrate what the fake news is [3]. According to a study published in Computers in Human Behavior, clickbait headlines are more likely to be shared on social media platforms, regardless of the credibility or reliability of the content they lead to [1].

Despite its drawbacks, clickbait is not so harmful, and some argue that it serves as a bridge to valuable content. Using it wisely, attention-grabbing headlines can increase the visibility of important issues or engage audiences who might otherwise overlook them. Content creators can apply the power of clickbait to spark initial interest and then deliver informative content that educates and empowers users. For example, the article which is named «5 Foods to Avoid if Your Child Has ADHD» - provides readers with

useful information [2]. However, responsible journalism requires a balance between attracting readers and upholding journalistic integrity. Ethical guidelines, such as those outlined by the Society of Professional Journalists, emphasize the importance of accuracy, fairness, and transparency in reporting. Content creators should prioritize truthfulness over sensationalism, fostering a culture of trust and credibility in online media [5].

In conclusion, the influence of clickbait headlines on internet users is undeniable, shaping the way we consume and interact with online content. While clickbait can serve as a powerful tool for capturing attention, its overuse can contribute to misinformation, cognitive overload, and loss of trust in online media.

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CULTURAL COMPLEXITIES: INVESTIGATING LINGUISTIC CHALLENGES IN CROSS-CULTURAL COMMUNICATION

In our interconnected global society, the value of proficient cross-cultural communication is pivotal. The interplay between language and cultural nuances presents a broad landscape of challenges and opportunities. This research aims to dissect these intricacies, focusing on the linguistic elements contributing to cross-cultural communication challenges.

Cross-cultural communication refers to the exchange of information between individuals from different cultures. It is essential in today's globalized world, particularly in the workplace or in universities, where people from diverse cultural and linguistic backgrounds collaborate. The importance of cross-cultural communication lies in its ability to foster trust, facilitate collaboration, and prevent misunderstandings that could lead to conflicts. However, it also presents various challenges, including language barriers, cultural differences in communication styles, and stereotypes [2].

The diversity in cultural approaches to thinking, analyzing, and interpreting things means that words and gestures may carry distinct meanings across various cultures. This phenomenon, now an integral part of global communication studies, extends its influence from companies to universities and schools, encompassing individuals from diverse backgrounds. In this context, the benefits of Cross-Cultural Communication become evident. Firstly, it contributes to improved progress and profit-earning sources within industries, fostering efficient interaction between managers and employees. This communication approach not only facilitates smoother collaboration among staff but also promotes corporate development by enabling effective cross-cultural interactions. Moreover, the impact of cultures on communication dynamics is acknowledged, and Cross-Cultural Communication becomes a crucial tool in fostering harmony, equality, and productivity among team members. Finally, in a globalized operational landscape, effective cross-cultural communication becomes indispensable for companies with dispersed operations, ensuring cohesive teamwork and discouraging cultural discrimination [3].

However, the absence of effective communication can lead to misunderstandings, potentially damaging relationships between the people from different cultures. Several common cross-cultural barriers further complicate this intricate process. Language differences pose a significant challenge, as even those sharing the same language may encounter miscommunications due to variations in pronunciation or specificity. Stereotypes, both positive and negative, contribute to severe communication barriers, with preconceived notions impacting dynamics in workplaces and schools. Body language, encompassing non-verbal cues, varies globally and can lead to misunderstandings. Emotional display norms, ethnocentrism, and prejudice further underscore the complex challenges in fostering effective cross-cultural communication, necessitating a nuanced approach for successful global interactions [1].

To address the imperative need for enhanced cross-cultural communication in any industry, fostering cultural connectivity becomes an indispensable solution. Establishing a robust communication infrastructure is crucial, and many individuals find themselves unsure of how to navigate this challenge, potentially jeopardizing professional relationships. Encouraging in-depth conversations emerges as a fundamental strategy, promoting meaningful dialogues among people from diverse backgrounds. This approach requires time but yields substantial benefits for both individuals [5]. Additionally, avoiding signaling, particularly in non-verbal communication, proves essential, as it can be perceived as offensive in various cultures. Instead, fostering direct communication channels is advocated to bridge cultural gaps. Lastly, emphasizing the importance of understanding perceptions by getting to know individuals within the Cross-Cultural Communication program ensures a foundation of mutual respect and facilitates improved communication skills, fostering a deeper understanding of diverse perspectives [4].

In conclusion, recognizing and actively addressing the challenges posed by cross-cultural communication is paramount in fostering harmonious and effective collaboration within any professional setting. The imperative nature of cultural connectivity cannot be overstated, as it not only enhances communication but also fortifies relationships with diverse stakeholders. Establishing a robust communication infrastructure is pivotal, and the techniques outlined, such as engaging in in-depth

conversations, avoiding signaling pitfalls, and prioritizing a deeper understanding of individuals within the cross-cultural context, offer practical insights for improvement. Embracing these strategies not only mitigates misunderstandings but also cultivates an environment where individuals from different backgrounds can truly comprehend each other's perspectives. By integrating these approaches into our practices, we pave the way for enriched cross-cultural communication, fostering relationships that thrives on diversity and inclusivity.

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INNOVATIONS AND THEIR IMPLEMENTATION INTO STUDYING AND TEACHING THE ENGLISH LANGUAGE

Time and again we hear and come across of countless new ways to discover and stay closer to the whole world around us. In nowadays reality humanity is marching face to face with radically new technologies and mind-blowing innovations. Our society has been divided into several categories of individuals, namely, who teaches and who studies. Based on the following, we have a lot of opportunities to develop ourselves and the environment which surrounds us. One of them is learning languages, especially the English language. If we consider the situation for now, there are approximately to 375 million speakers, who are natives and around 1 billion second-language speakers [1]. The mentioned numbers help us better understand the scale of affairs. I should remember that people apply this language everywhere. It is used in different areas and industries. That is why indescribably important to teach or to study English.

According to the following data there are the reasons for educational innovations by using the following data. There are two reasons for changing of national language education policies. The first refers to the technological and economic effects of globalization and reflects policy makers' concern to maintain or improve national competitiveness in a rapidly changing global marketplace (by, for example, developing citizens' English proficiency). The second shows a growing belief that the outcomes of education need to be more strictly standardized and measured, both to optimize equality of opportunity within society [2]. There are no doubts that the above-mentioned stay in correlation with economic and cultural well-being of countries and citizens.

The key question is "Which innovations can be implemented into teaching and studying?" The best solutions are as follows:

Digital platforms: when we discuss innovation, we often immediately think of the internet and what we can now do online. Facebook and especially Edmodo, which creates a safe online environment for teachers, students and parents to connect, the list of digital platforms is extensive and growing all the time [3].

Online corpora: the use of corpora – large text collections used for studying linguistic structures, frequencies, etc. – used to be the privilege of lexicographers [3].

Online CPD (continuous professional development) and the global staffroom: the advent of the internet and the growth of social media have certainly allowed teachers of English from all over the world to form online communities that act like a huge global staffroom [3].

Mobile learning and BYOD (bring your own device): the development of mobile technology and the proliferation of smart phones have enabled many of us to access the internet and a huge variety of apps on the go. Learners benefit from apps like WIBBU too, and podcasts like Luke's English Podcast – Learn British English with Luke Thompson – nominated for an ELTons award in the category of digital innovation [3].

In conclusion, people are always in the flow of developing new technologies, innovating making our life easier when continuously studying and teaching foreign languages, which broaden new horizons to gain new knowledge.

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INTERCULTURAL DIALOGUE AND LANGUAGE

In our globalized world, intercultural dialogue has become increasingly important for fostering understanding and cooperation among people from different cultural backgrounds. Language plays a crucial role in facilitating this dialogue, serving as a bridge between cultures and enabling individuals to communicate and connect effectively. This article explores the significance of intercultural dialogue and the role of language in promoting cultural understanding and appreciation.

The Importance of Intercultural Dialogue:

Intercultural dialogue allows individuals to learn from one another, challenge stereotypes, and develop a broader perspective on the world. It promotes tolerance, respect, and empathy by encouraging open-mindedness and the recognition of shared values and experiences. Through intercultural dialogue, people can work together to address global challenges, promote social cohesion, and build peaceful and inclusive societies [1].

Language as a Medium for Intercultural Dialogue:

Language is not only a means of communication but also a carrier of cultural values, beliefs, and traditions. When individuals engage in intercultural dialogue, language serves as a tool for expressing ideas, sharing stories, and conveying emotions. It allows for the exchange of knowledge and the exploration of different perspectives. Language proficiency enables individuals to go beyond surface-level interactions and develop deeper connections with people from other cultures [2].

Enhancing Cultural Understanding through Language:

Language proficiency facilitates cultural understanding by providing insights into the customs, traditions, and nuances of a particular culture. Learning a foreign language enhances empathy and cultural sensitivity, as it requires individuals to step into the shoes of speakers of that language and understand their worldview. By understanding different languages, individuals can appreciate the rich diversity of human expression and develop a more inclusive and open attitude towards other cultures [3]

Benefits of Intercultural Dialogue and Language:

Intercultural dialogue and language proficiency offer numerous benefits on personal, social, and professional levels. They promote cross-cultural collaboration, facilitate

international business and diplomacy, and enhance cultural exchange and tourism. Moreover, intercultural dialogue and language learning contribute to cognitive development, creativity, and problem-solving skills. They foster a sense of global citizenship and empower individuals to navigate the complexities of our interconnected world [4].

Conclusion:

Intercultural dialogue and language are essential for promoting understanding, empathy, and cooperation among individuals from different cultures. By engaging in meaningful conversations and embracing diversity, we can bridge cultural gaps and build inclusive societies. Language serves as a powerful tool for intercultural communication, allowing us to connect at a deeper level and appreciate the richness of human experience. Let us embrace intercultural dialogue and language learning as pathways to a more harmonious and interconnected world.

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GRAMMATICAL ASPECTS OF TRANSLATION

Translation is the process of transformation of a speech formation in one language into a speech formation in another language while preserving the unchanged meaning. Translation has been one of humanity's oldest professions. The diversity of languages

has driven individuals toward this challenging yet essential endeavor, facilitating communication and the exchange of cultural values among different communities. The central objective of a translator is to establish semantic equivalence between the original and translated texts. Various translation transformations, including lexical, grammatical, syntactic, semantic, and morphological aspects, come into play. Translation occurs at three levels: word-formative, morphological, and syntactic, each contributing to the grammatical aspect. The translator's primary aim is to ensure semantic equivalence between the source text and the translation. This necessitates the application of translation transformations, driven by the recognition that each language possesses a distinctive structure.

Even the simplest, most fundamental requirement we place on translation cannot be fulfilled without difficulties: it is not always possible to equate the content of a message in language A with an expression in language B that has exactly the same meaning. This is because what can be expressed and what needs to be conveyed is a property of a specific language, roughly in the same way as it can be expressed in another. Language provides the structure to experience and helps define our way of looking at things, so some intellectual effort is required to see them in any other way than what our language proposes to us.

Addressing grammatical aspects during the translation of any given text holds significant importance for effectively interpreting and conveying the translated messages, whether in oral or written form. This process typically involves implementing grammatical transformations to achieve functional equivalence between the original and translated texts. Grammar is a set of rules that dictate how units such as words and phrases can combine in a language, as well as the kind of information that must regularly be explicitly conveyed in statements. While language can express any information its speakers intend to convey, the grammatical system of a given language will determine the ease with which specific concepts, such as time reference or gender, can be expressed. Grammar is structured along two primary dimensions: morphology and syntax. Morphology deals with the arrangement of words, encompassing how the form of a word changes to indicate specific grammatical contrasts. For example, in English, most nouns have singular and plural forms like man/men, child/children, and

car/cars, establishing a grammatical category of number. The morphological structure of a language defines the fundamental information that must be conveyed. On the other hand, syntax encompasses the grammatical arrangement of groups, clauses, and sentences, involving linear sequences of word classes such as noun, verb, adverb, and adjective, along with functional elements. The syntactic structure of a language imposes particular constraints on the organization of messages within that language. Preserving the original text's sentence structure in the target language is crucial for maintaining the logical flow of the content. Translators must carefully consider word order, clauses, and phrases to ensure that the translation flows naturally and cohesively. Adhering to the original sentence structure enables translators to convey the intended meaning accurately without distorting the message. Differences in word order between languages can present challenges for translators, necessitating adjustments to maintain grammatical correctness in the target language. Understanding syntax and how words are structured within a sentence is vital for preserving meaning and tone. Translators must carefully consider syntax to accurately reflect relationships between words and phrases in the target language. Punctuation marks serve as important cues for understanding the structure and meaning of a sentence. Translators must accurately reproduce punctuation from the original text in the target language to convey the intended tone and emphasis. Proper use of commas, periods, quotation marks, and other punctuation symbols helps guide the reader through the text and enhances readability.

In conclusion, grammatical transformations are constantly used in translation and form the basis of the methodology of applying translation transformations in a significant number of existing texts. The grammatical aspects of translation play a crucial role in ensuring the accuracy, clarity, and coherence of the translated text. Translators must pay close attention to various key points, including sentence structure, verb tenses and conjugation, noun phrases and pronouns, agreement, punctuation, word order, and syntax. By carefully considering these aspects, translators can produce high-quality translations that effectively convey the intended meaning of the original text.

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THE IMPACT OF ONLINE COURSES AND MOBILE APPLICATIONS ON THE DEVELOPMENT OF FOREIGN LANGUAGE COMMUNICATION COMPETENCE

Online courses and mobile apps are becoming increasingly popular tools for learning foreign languages. Their widespread accessibility, flexibility, and interactivity make them appealing to people with diverse learning styles and lifestyles. Mobile technologies are one of the fastest growing areas of technology in education. For learners, they offer an appealing opportunity to transcend teacher-defined knowledge and approaches by being able to access multiple, alternative sources of information anytime and anywhere [1].

One of the main advantages is accessibility. Online resources allow you to study at any convenient time and in any convenient place, creating a flexible schedule for users. In particular, mobile applications offer the opportunity to learn a language on the go, making it easier to integrate learning into the rhythm of everyday life.The interactivity

of online resources contributes to student engagement. Mobile applications often use a game-based approach, which makes the learning process interesting and exciting. Thanks to the use of multimedia, audio and video lessons, students have the opportunity to improve their reading, listening and speaking skills. Innovative instructors have been creating ambitious CALL applications for decades using newly discovered technologies. However, it has been common for these to only reach a very limited community of like-minded individuals. In contrast, the new worldwide participatory culture presents foreign language teachers with limitless opportunities to create for learners meaningful, authentic language practice experiences that situate learning in truly compelling contexts [2].

Online platforms and mobile applications also enable communication with native speakers and other learners through forums, chats, and video conferencing. This helps to build realistic communication skills using the language in various situations. However, it is important to note that self-directed language learning using online resources requires discipline and self-motivation from the learner. Digital technology has been used for a wide range of purposes related to language teaching and learning. We can roughly categorize these uses in terms of three metaphors: computer as tutor, computer as tool, and computer as medium [3]. Without proper guidance and understanding, there is a risk of superficial learning without a deep grasp of the language structure.

In conclusion, online courses and mobile applications significantly facilitate the development of foreign language communicative competence. They provide accessible and engaging learning opportunities that can be tailored to individual needs and learning styles.

However, it is crucial to balance their use with other methods to achieve maximum learning outcomes. Here are some ways to achieve this balance:

- Combine online resources with traditional methods: integrate online learning with classroom instruction, tutoring, or language exchange programs.
- Diversify learning activities: engage in a variety of activities such as reading,writing, listening, speaking, and cultural immersion to foster holistic language development.

- Seek personalized feedback: obtain feedback from teachers, peers, or native speakers to identify areas for improvement and track progress.
- Set realistic goals: establish achievable goals and track progress to maintain motivation and engagement.

By adopting a balanced and comprehensive approach to language learning, learners can leverage the strengths of online courses and mobile apps while maximizing their chances of success.

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THE PROFOUND TRANSFORMATION IN TECHNOLOGY AND PEDAGOGY

The landscape of education is undergoing a profound transformation, driven by advancements in technology and pedagogy. Innovative learning tools encompass a wide range of digital resources and platforms designed to enhance teaching and learning experiences. Skilful and active utilization of these technologies, the readiness of the instructor for creative exploration alongside students, and the ability to create an atmosphere conducive to productive and engaged learning will contribute to the effective assimilation of the material by the latter and increase interest in learning. Any teaching technology is a carefully designed model of collaborative activity in the

design, organization, and conduct of the educational process, with the unconditional provision of the most comfortable conditions for both the instructor and the student [2].

So, we will take a closer look at the technology tools that are empowering us in the world of education. We will start from online learning platforms, such as Coursera, edX, and Udemy offer a diverse array of courses and resources, allowing learners to access educational content anytime, anywhere. Whether you are looking to acquire new skills, earn a degree or certification, or simply expand your knowledge, countless online education sites are available to cater to your needs [3].

The next tool is interactive whiteboards. Interactive whiteboards enable dynamic classroom interactions, allowing teachers to incorporate multimedia content, annotations, and interactive activities into their lessons. This indicates that tools such as the whiteboard, commonly found in meeting rooms, have now transitioned into the digital realm. The introduction of online whiteboards is crucial because swift, effortless, and visual collaboration is essential, and having a virtual alternative becomes necessary, particularly when not all colleagues can be physically present together on any given day. However, we should pay attention to mobile applications that provide on-the-go access to educational content and resources, catering to the needs of modern learners who prefer learning on their smartphones and tablets, also do not forget about virtual reality (VR) and Augmented Reality (AR). VR and AR provide interactive and immersive learning environments that can engage students and improve knowledge retention. As technology continues to evolve, VR and AR are expected to play an extremely significant role in eLearning, providing students with immersive and unique educational experiences [4]. An adaptive learning system is also important. Adaptive learning systems use data analytics and machine learning algorithms to personalize the learning process for each student, providing targeted instruction and feedback based on their individual needs and abilities. Interestingly, adaptive learning technology (ALT) is growing in importance due to its ability to provide personalized support to learners [5].

There are such examples of frequently used technological novelties as Khan Academy offers an extensive library of free educational resources, including instructional videos, hands-on exercises, and personalized learning dashboards, available to students worldwide, Duolingo is a popular language learning platform that

uses gamification and adaptive learning methods to engage users and make language learning easier, Google Classroom provides teachers with a digital platform to create, distribute, and manage assignments, streamlining classroom workflows and promoting collaboration between students. Labster offers virtual lab simulations for science education, allowing students to conduct experiments in a virtual environment and develop hands-on skills.

Innovative learning tools are revolutionizing education by expanding access, enhancing engagement, and personalizing learning experiences for students worldwide. As technology continues to evolve, educators, policymakers, and stakeholders must collaborate to harness the full potential of innovative learning tools and ensure that they benefit learners of all backgrounds and abilities. By embracing innovation and embracing a learner-centred approach, education can adapt to the demands of the 21st century and empower individuals to thrive in an increasingly digital and interconnected world.

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CHALLENGES IN PRESERVING LINGUISTIC DIVERSITY AMIDST GLOBALIZATION

Globalization has a significant impact on the formation and change of national identity and political processes in the modern world. On the one hand, globalization promotes the spread of universal values, the convergence of cultures and the formation of a common identity for the inhabitants of the Earth. On the other hand, globalization carries the threat of levelling national identity and cultural specificity [1]. Linguistic diversity is an integral part of human culture and identity, reflecting the richness and complexity of societies around the world. However, in the era of globalization, this diversity faces numerous challenges that threaten its preservation.

The disappearance of languages and the growing influence of dominant languages are among these challenges. There are approximately 6900 languages in the world. Each of them is a very important part of the cultural heritage of our planet. But over the past few decades, some languages have been rapidly dying out. According to the latest UNESCO data, one language disappears every two weeks, threatening linguistic diversity and eroding the cultural identity of the peoples who use them. Of course, one cannot talk about languages without talking about their speakers. Languages don't just 'die' in the abstract. Language death occurs when the last speaker of that language dies. But, in effect, once a language ceases to be spoken by a community of speakers, it has effectively already perished. And more and more minority language communities, it seems, are choosing to express themselves instead through a majority language – that is, a language of greater power, prestige, influence or communicative reach [3]. That is, the death of linguistic diversity occurs in a context where the majority language, or in other words, the dominant language, replaces the minority language.

Electronic media and languages are also one of the challenges for preserving linguistic diversity. The Internet and digital communication platforms offer

opportunities for the revival of minority languages through online resources and social media, but in turn, they also contribute to linguistic homogenization. In today's world, English is the most widely spoken language on social media. Because of this, social media has been found to play a significant role in the development of English vocabulary at the university level. In light of this, social media is very important, especially in English language learning [2]. But English-dominated content and digital platforms often marginalize non-English speakers, further undermining linguistic diversity.

Another serious challenge is language inequality, as it can exacerbate social discrimination. As people who do not speak the dominant language may be excluded from certain key areas of society, such as politics, education or the labour market. Lower language proficiency can cause aversion to certain ethnic groups in the labour market, as it is a particularly visible reminder of their respective origins that "emphasizes alienation". As language skills improve, this reminder becomes less visible, and the associated hostility should also decrease [4]. In other words, people start learning the dominant language in society to avoid discrimination and social inequality. Over time, they get used to it and it becomes the language of their everyday communication. This, in turn, leads to the impossibility of preserving other less common languages, as they are no longer spoken because they are less valued and less needed in society.

To sum up, the problems of preserving linguistic diversity in the context of globalization are quite multifaceted. The predominance of the most widely spoken languages, language extinction and language inequality all threaten the survival of minority languages around the world. And their preservation is an extremely important task in today's environment, and it requires collective efforts from the international community. Supporting minority languages, encouraging their study and use can help preserve cultural wealth and promote greater understanding in the modern world.

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THE IMPORTANCE OF INTERCULTURAL COMMUNICATION IN INTERNATIONAL BUSINESS

Intercultural communication plays a key part in today's globalized trade world. The capacity to successfully communicate with agents of distinctive societies is fundamentally vital for the victory of companies working in worldwide markets.

Social contrasts can show themselves in different angles of commerce communication, such as arrangement styles, states of mind towards chain of command, recognitions of time and space, non-verbal communication, and more. A need of understanding of these social subtleties can lead to errors, clashes, and missed openings [1].

Subsequently, companies looking for victory within the worldwide commercial center must pay critical consideration to creating the intercultural competence of their workers. This

will be done through preparing programs, workshops, giving assets for examining the societies and dialects of target markets [2].

In expansion, companies must adjust their items, administrations, and promoting methodologies to the social characteristics of each advertise. Localization of substance, utilize of neighborhood social images, and inclusion of agents of nearby communities can offer assistance construct believe with clients and accomplices [3].

Intercultural communication too cultivates regard and appreciation for differing qualities inside the work environment, driving to a more comprehensive and concordant organizational culture. By esteeming diverse points of view and approaches, companies can tackle the inventiveness and development that emerge from different groups. This not only improves problem-solving capacities but too reinforces the company's notoriety as a socially dependable and socially delicate organization [4].

Additionally, intercultural communication aptitudes are fundamental for building solid organizations and systems over borders. In today's interconnected world, collaboration with universal partners, such as providers, wholesalers, and government organizations, is regularly vital for trade victory. Compelling communication cultivates believe and shared understanding, laying the establishment for beneficial connections that can withstand social contrasts and challenges [5].

In conclusion, contributing in intercultural communication isn't close to assembly the requests of worldwide commerce; it is almost grasping the rich tapestry of human encounter and leveraging it to realize common success. By prioritizing social competence and communication aptitudes, companies can explore the complexities of worldwide markets with certainty and keenness, situating themselves for supported development and effect on a worldwide scale.

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LANGUAGE AND CULTURAL BARRIERS IN UKRAINE-CHINA WARTIME NEGOTIATIONS

The war in Ukraine has thrown the world into turmoil, and amidst the devastation, complex diplomatic efforts attempt to navigate a path towards peace. One such crucial negotiation effort involves Ukraine and China, two nations separated by language, culture, and now, a stark disagreement on the global stage. Understanding the influence of these factors is critical to deciphering the intricate dance of communication currently unfolding.

Communication often forms the bridge between negotiation and resolution, yet language can easily become a barrier in this case. English, while serving as a common ground, cannot erase the vast differences in fluency and cultural baggage each side carries [1]. Misinterpretations lurk within nuanced expressions, and the emotional weight of messages can get lost in translation. Nonverbal cues, integral to effective communication, become prone to misreading due to differing cultural interpretations of body language and facial expressions. These misunderstandings can create mistrust and hinder progress, making the search for common ground an even more arduous task [2].

Beyond just language, cultural factors deeply influence the negotiation dynamic. China's economic and political might create an inherent power imbalance, impacting Ukraine's bargaining position. Additionally, China's ambiguous stance towards the war and its recent actions leave a cloud of suspicion in the Ukrainian camp, affecting trust

levels. Communication styles further complicate matters. The directness favored in Western cultures might clash with China's indirect and nuanced approach, leading to misunderstandings and tension [3]. Moreover, the concept of "face" in Chinese culture, where avoiding public embarrassment is paramount, necessitates delicate negotiation strategies to maintain positive relations. Despite the challenges, navigating these cultural and linguistic hurdles is not impossible. Utilizing skilled interpreters who grasp both cultures and can convey nuances effectively is essential. Pre-negotiation cultural briefings can equip both sides with relevant sensitivities and communication styles to avoid misunderstandings. Focusing on common ground, shared interests, and concerns can build trust and foster a more positive negotiation environment. Furthermore, demonstrating cultural sensitivity, clear communication, patience, and flexibility proves critical to navigating the complexities involved.

While analyzing language and cultural factors provides valuable insights, the dynamics at play are fluid and influenced by other potent forces. The emotional toll of the war weighs heavily on Ukrainian negotiators, impacting their approach and communication. Internal political pressures on both sides can further complicate matters. Additionally, the ever-evolving global geopolitical landscape adds another layer of uncertainty to the negotiation process [4].

The negotiations between Ukraine and China are a complex dance of communication, where language and cultural differences act as both hurdles and potential bridges. Recognizing these factors and employing appropriate strategies are crucial for interpreting developments, predicting outcomes, and ultimately, fostering a path towards peace in a war-torn world. It is a dance worth observing, for its outcome carries significant implications not only for these two nations but for the global community as a whole.

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THE ROLE OF SOCIAL MEDIA IN SHAPING FREEDOM OF SPEECH LAWS

In the era of digital technology, social media platforms have become central hubs for public discourse and expression, granting individuals the ability to share their views, engage with others, and access various information. However, this newfound liberty demands a critical examination of the impact social media has on the definitions of free speech and the norms that govern it.

At the core of the ongoing discussion is the substantial impact of social media platforms in shaping online interactions. These platforms hold a significant degree of control in moderating content, implementing community rules, and limiting the spread of harmful speech. However, as noted by N. Brown, the profit-driven nature of these platforms can sometimes take precedence over concerns about shielding users from harmful content. This power dynamic emphasizes the need for government regulation to guarantee accountability and transparency in the management of social media platforms [1].

The increasing popularity of authoritarian populism has made online discourse even more complicated. Social media platforms are now major channels for spreading disinformation, hate speech, and conspiracy theories. Former European Commission President José Manuel Barroso's lecture draws attention to the concerning trend of authoritarian movements using these platforms to weaken democratic values. This

situation highlights the urgent need to address the lack of regulations and to stop the spread of harmful content [2].

To effectively counter the unconstrained influence of social media platforms, advocates argue for intensified regulatory oversight. Proposals have emerged to extend First Amendment safeguards to private entities like Facebook and Twitter, ensuring individuals' freedom of expression in the digital realm. These measures seek to impose legal scrutiny on these platforms, enabling policymakers to set clear guidelines for content moderation practices. This approach aims to find a balance between upholding users' rights and effectively combating harmful speech online [3].

Striking a balance between upholding freedom of speech online and preventing the spread of malicious content is a complex challenge. Some people believe that strict regulations are necessary to tackle misinformation and hate speech, while others worry that such measures could unintentionally suppress legitimate expression. Creating this balance requires a joint effort from policymakers, online platforms, and civil society. The aim is to develop nuanced solutions that protect users' rights while promoting a healthy and responsible online environment.

Social media's impact on free speech laws is clear, and it shapes public conversations and societal norms in many ways. Policy makers need to address the issues caused by unchecked power of platforms and the rise of authoritarian populism as we navigate this changing environment. In order to uphold the basic principles of free speech while protecting against the risks of harmful online content, they should introduce regulatory oversight and provide legal protections for private entities. We can work towards a more inclusive, informed, and democratic digital future by doing this.

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CIVIL LAW AND ITS BASIC PRINCIPLES

Dispute resolution and the maintenance of fairness in everyday life are governed by civil law, the backbone of private interactions. We live in a complex society in which complex rules govern our dealings with each other, from purchasing a cup of coffee to inheriting property. It is important to note that, amidst the complexity of this system, certain fundamental principles ensure that individuals and entities can live in a just and predictable environment.

The foundation of civil law can be attributed to ancient Roman legal customs, notably during the eras of the Roman Republic and the subsequent Roman Empire. The concept of ius civile, commonly known as civil law, gradually emerged as a distinctive legal framework governing the interactions among individuals and entities within the Roman polity. Notably, the Justinian Code stands out as a significant milestone, representing a meticulous compilation and refinement of these foundational principles [1].

Among these guiding principles, five distinguish themselves for their significant influence: equality, autonomy, good faith, compensation, and freedom of contract [2].

A core aspect of civil law systems lies in their dependence on codification. Civil codes function as exhaustive, written compilations of laws delineating the rights and responsibilities of individuals and entities. Unlike common law systems, which often

rely on precedent, these codes contribute to the clarity and predictability of legal affairs [3].

In civil law, there is a significant emphasis on compensating the party that has suffered harm or loss. The objective is to return the affected party to the state they were in before the wrongful act occurred. Compensation is commonly in monetary form but can also manifest as specific performance or other remedies customized to the specific circumstances [4].

In civil law jurisdictions, it is common to find judges who specialize in specific areas of law, showcasing expertise in particular fields. This specialization fosters a more profound comprehension of intricate legal matters and contributes to the overall efficiency and effectiveness of the legal system [5].

In essence, civil law emerges as a bulwark for safeguarding individual rights, fostering fairness in interactions, and cultivating a stable and predictable environment conducive to economic and social progress. Its historical roots in Roman legal traditions provide a solid foundation for a structured and comprehensive framework that resonates across diverse legal systems worldwide. The principles of codification, the inquisitorial system, and the presumption of innocence, inherent to civil law, set it apart from other legal traditions. Yet, as society undergoes constant transformation, the principles of civil law demand ongoing scrutiny and adaptation to ensure enduring relevance in the pursuit of justice and equality.

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ADVANTAGES AND DISADVANTAGES
OF INTRODUCING INNOVATIONS IN EDUCATION

In my opinion, the issue of introducing innovations in education deserves special attention. As some scientists and teachers note, innovations in education are a natural, dynamic in nature and developmental in results phenomenon, their introduction makes it possible to resolve contradictions between the traditional system and the needs for qualitatively new education. A significant feature of innovations is their ability to influence the general level of the teacher's professional activity, expanding the innovative field of the educational environment. As a system formation, innovation is characterized by the following integral qualities: innovation process, innovation activity, innovation potential, innovation environment [2].

The results of various studies show that the introduction of innovations in education can improve the quality of education and increase the motivation of students. In particular, the use of the latest technologies makes the educational process more interesting and effective. In addition, innovation can help students develop creativity, critical thinking, and other important skills. But despite all of the above, innovation can be a problematic issue [4].

Advantages of introducing innovations in education:

1. Improving Learning Outcomes: Innovation can help improve the quality of learning and student outcomes through the use of new methods and technologies.

2. Encouraging students in the learning process: Innovations can make the learning process more interesting and exciting for students, which can positively affect their motivation and desire to learn.

3. Preparation for the future career: Thanks to the introduction of innovations in education, students get the opportunity to meet the requirements of the modern labor market and learn the relevant skills and competencies [3].

Disadvantages of introducing innovations in education:

1. High costs: Implementation of the latest technologies and teaching methods can be a costly process that not every educational institution can afford [3].

2. Lack of teacher training: Not all teachers are ready to implement new teaching methods, which can lead to difficulties in implementing innovations in practice.

3. Risk of inappropriate application: If innovations are not properly implemented and monitored, this can lead to negative consequences for the quality of education and student performance.

Therefore, for the successful implementation of innovations in education, it is necessary to take into account the needs and capabilities of each specific educational institution, as well as involve all interested parties - teachers, students, parents, administration. In addition, it is important to create favorable conditions for testing and implementing new ideas, as well as to provide the necessary support and training to participants in the educational process [1].

In conclusion, I can say that the introduction of innovations in education can become a key element of reforming the educational system and contribute to the training of competent and competitive citizens.

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MOBILE APPLICATIONS AS A USEFUL TOOL FOR LEARNING

Nowadays, there are many different technologies for learning anything. It can be both English and any other language of the world. It can be mathematics, chemistry, physics, Ukrainian language, etc. Today's mobile applications are becoming an integral part of our daily lives, and their impact on learning and education is growing every day.

We can cite several useful applications for learning, for example, for learning English. A fairly well-known app is Duolingo, a language learning app that offers users interactive exercises, feedback, and the ability to improve their skills in a variety of languages.

Short English classes are fun, effective and absolutely free. The courses contribute to the effective development of reading, listening and speaking skills, as confirmed by the latest research. Combining the best approaches and linguistics, lessons are adapted to your pace and level. Duolingo helps build the language learning habit with game features, fun challenges, and reminders from its friendly mascot, Duo the owl. Learning can bring joy and satisfaction, especially when it is accompanied by exciting exercises and playful characters [1].

One can identify Photomath as a valuable learning tool as well. Termed a «smart camera calculator», Photomath utilizes smartphone cameras to capture an image of a math equation within a textbook and promptly provides the solution, akin to applications scanning barcodes and promptly redirecting users to relevant links[2].

So, the app for learning math looks like a real treasure, especially for those who have problems with it, because the app not only gives the result, but this one explains each operation, draws graphs, etc.

We can also pay attention to the application called Google Classroom. It is probably the most famous of all the applications, as many schools and universities use it. The application is quite convenient to use both for teachers and students.

Google Classroom is a free web service created by Google for educational institutions to simplify the creation, distribution and classification of assignments in a paperless way. The main purpose of the service is to speed up the process of sharing files between teachers and students [3].

So, let's summarize all the above, with the help of mobile applications you can study anywhere, at any time, at any pace. The program provides the necessary material, analyzes the answers you provide, and shows your result. Also, the mobile application can send you reminders so that you don't forget about your studies, which is also quite useful. Therefore, mobile applications have become an integral part of modern education, expanding learning opportunities, making it more effective, and also contributing to innovations in the educational process.

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FROM PARCHMENT TO PROCESSORS: HOW TRADITIONAL RULES EVOLVED WITH ARTIFICIAL INTELLIGENCE

Translation, as the art of conveying meaning from one language to another, has played a crucial role throughout history. Early methods relied on manual approaches.

Skilled scribes meticulously copied and interpreted texts, often relying on bilingual dictionaries and glossaries. Over time, formalized translation rules emerged, focusing on grammar, syntax, and capturing the core meaning. These principles became the foundation for classical translation theory.

The emergence of Natural Language Processing (NLP) in recent decades has revolutionized translation principles. Techniques like statistical machine translation (SMT) analyze vast amounts of bilingual data to identify patterns and statistical relationships between words and phrases. This allows for more nuanced and contextually aware translations compared to rule-based systems.

NLP includes the domain of translation through the state-of-art process of machine interpretation. Deep learning refers to the use of neural networks with multiple layers to model complex patterns in data. Deep learning models can capture the complex relationships between source and target languages, leading to more accurate and fluent translations [1].

Traditional translation rules from Ukrainian to English focus on accuracy and clarity while preserving the original meaning and intent. Ukrainian sentence structure differs from English. Traditional rules emphasize rearranging words to follow Subject-Verb-Object order in English while maintaining the meaning. Ukrainian has a complex case system (nominative, accusative) that conveys grammatical roles. Traditional translation requires identifying the case and translating it accurately using prepositions or changes in word order in English. Ukrainian verbs have different conjugations based on tense, person, and number. Traditional rules involve finding the closest equivalent verb tense and person in English. Ukrainian nouns and adjectives often agree in case and number. Traditional rules require ensuring that translated nouns and adjectives maintain grammatical agreement in English.

While some words have direct English equivalents, traditional rules advise against relying solely on dictionaries. Finding the most accurate word in English that captures the full meaning and context is crucial. Some Ukrainian words resemble English words but have different meanings. Traditional translation emphasizes identifying and avoiding false cognates to ensure clarity. Ukrainian has rich idioms and proverbs that

don't translate literally. Traditional rules suggest finding natural-sounding English equivalents that convey the same meaning or intent.

Manual translation emphasizes understanding the cultural context of the text to ensure the translated message resonates with the English audience. Rules involve proper transliteration of Ukrainian names and titles while considering their formality and context in English.

Traditional rules, while essential for accuracy, often struggle with the sheer volume of language and its complexities. NLP excels at processing massive amounts of bilingual data, such as translated documents and conversations. This data allows models to identify common patterns in how languages correspond. By analyzing millions of "sentence pairs," NLP learns how words and phrases are used in context across languages. Using these patterns, it can generate statistically probable translations [2].

Factor to consider when choosing between machine and human translation is the ethics and privacy of the translation. AI translation raise ethical and privacy concerns, especially when dealing with sensitive or confidential information, such as personal data, financial records, or medical history. Machine translation may not guarantee the security or confidentiality of the data that is translated, as it may be stored, shared, or accessed by third parties, such as the provider, the internet service provider, or the government. It may also pose some ethical dilemmas, such as whether it is appropriate to use for certain purposes, such as education, journalism, or diplomacy, or whether it is fair to replace human translators with machines. Human translation, on the other hand, offers more ethical and privacy protection, as they can sign confidentiality agreements, follow professional codes of conduct, and respect the rights and interests of the clients and the source and target languages and cultures [3].

Technical translations often require specialized knowledge beyond just languages. Human translators with expertise in the specific field (law, medicine, engineering) can accurately translate complex terminology and concepts that NLP might struggle with. Some translation tasks demand creativity, such as adapting marketing copy or translating literary works. Human translators can adjust the tone and style to suit the target audience while preserving the original intent.

Instead of complete replacement, the future of translation likely lies in collaboration. NLP excels at handling vast amounts of data and identifying patterns, while humans provide the cultural understanding, creativity, and subject-matter expertise needed for exceptional translations. This partnership will lead to more efficient and accurate translation processes, ultimately breaking down language barriers more effectively [4].

In conclusion, the rise of NLP and AI has undoubtedly transformed the translation landscape. While these technologies offer remarkable speed and efficiency, they cannot fully replace the irreplaceable human touch. Human translators remain essential for navigating the complexities of cultural nuances, ensuring accurate and natural-sounding translations, and bringing their subject-matter expertise to specialized fields. The future of translation is bright, with NLP and human translators working together as a powerful team to bridge the gap between languages and cultures more effectively than ever before.

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ESPAÑOL EN LA SOCIEDAD DE LA INFORMACIÓN: PROCESOS ACTUALES Y PERSPECTIVAS

El concepto de sociedad de la información surge en la segunda mitad del siglo XX, y es habitualmente utilizada como una forma de denominar las profundas transformaciones que venían experimentando los países occidentales tras la Segunda Guerra Mundial.

El entorno en el que vivimos actualmente se denomina sociedad de la información. Un ecosistema muy condicionado por las innovaciones tecnológicas que permiten una rápida difusión de información. Sociedad construida sobre la base de la creación, acumulación, transmisión, transformación y organización de la información. La clave, por tanto, de esta nueva sociedad, es la capacidad de procesar cantidades ingentes de información de manera útil y productiva. Los efectos sociales y económicos de esta nueva sociedad son la comprensión de espacio-tiempo, y el avance de la globalización, los flujos de capital, la flexibilidad, la descentralización y la creación de redes [1].

El español es una de las pocas lenguas del mundo que está "creciendo" no sólo en cantidad, sino también en calidad, desarrollando sus mecanismos de tal manera que se adapta a la comunicación empresarial, científica y de información.

Las principales batallas lingüísticas del nuevo siglo se están librando en Internet o en los sistemas de información que la sustituirán. Ahora el idioma español en Internet ocupa el segundo lugar (70% inglés, 8% español), pero el número de conexiones en el mundo de habla hispana crece un 100% anual.

Por supuesto, en la actualidad las tecnologías de la información dependen del inglés, ya que sus estructuras son las más adecuadas para una transmisión amplia,

concisa, concisa y al mismo tiempo figurativa y expresiva de información compleja. Un ejemplo de esto es el lenguaje de Internet: sintético, simplificado, artificial, pero extremadamente conveniente [2].

El académico F. Rico observa este proceso en el idioma español, diciendo que también deja de ser natural, convirtiéndose en una especie de esperanto formado artificialmente. A la hora de acelerar este proceso, los medios de comunicación desempeñan un papel fundamental, gracias a los cuales los tradicionales largos períodos en español son cada vez más sustituidos por frases breves y sencillas, la cantidad de información que suele transmitirse mediante una cláusula subordinada se reduce para que quepa en un solo adjetivo o adverbio.

Hablando de la lengua española como factor de civilización, mencionaremos sólo un aspecto moderno de la misma: los contactos internacionales, en los que ocupa el segundo lugar en el mundo y se utiliza cada vez más en foros internacionales. Si tenemos en cuenta que sus áreas más prometedoras están relacionadas con la "ingeniería lingüística", el desarrollo de tecnologías de voz que aceleran enormemente el proceso de comunicación con una computadora, entonces las posibilidades de la lengua española aumentan significativamente, ya que su fonética simple, la morfología clara, la ausencia casi total de supletivismo, los paradigmas gramaticales correctos y otras propiedades aumentan en gran medida la capacidad de percibir y reproducir automáticamente el habla española en comparación con cualquier otro idioma.

Pasemos a este factor "eficiencia lingüística". Según las estadísticas, en el siglo XX. Fue el español el que tuvo mayor crecimiento lingüístico entre las lenguas del mundo y, según E. Coseriu, si se mantiene el ritmo de desarrollo actual, en 20 años se convertirá en la principal lengua de comunicación del planeta.

La estructura misma de la frase en español es tal que, según los informáticos japoneses, se presta mejor que todos los demás lenguajes naturales al reconocimiento y modelado automático. El porcentaje de probabilidad de una interpretación ambigua en él es mucho menor, partiendo de una ortografía casi fonológica, una estructura de palabras polisilábica con un mínimo supletivismo, una virtual ausencia de alternancias de vocales en la raíz, una clara definición semántica de los afijos y la armonía. de paradigmas gramaticales; en este sentido, la lengua española es única. Desde el punto de

vista de la percepción informática de los mensajes orales, el idioma español es ideal; con los programas existentes, literalmente después de varios intentos de configuración, la computadora comienza a grabar decentemente el habla española a partir de la voz [5].

Por tanto, mucho habla a favor de que en nuestra era de la información la lengua española ocupará una posición aún más fuerte en el mundo. Un futuro diferente parece mucho más preferible: a uno de los padres de la informática, J. Dijkstra, le gustaba decir que prefiere contratar no buenos matemáticos que hablan mal su lengua materna, sino buenos lingüistas que no saben nada de matemáticas, ya que hacen excelentes programadores. A medida que se desarrolle la "ingeniería lingüística", aumentará el papel del lenguaje natural y el español tiene la oportunidad de convertirse en el idioma de la sociedad de la información sin convertirse en algo parecido al "latín escolástico".

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DIGITALIZACIÓN EN EL SISTEMA EDUCATIVO MODERNO DE ESPAÑA. ESTRATEGIAS E INNOVACIONES

Hoy en día contar con habilidades digitales es fundamental para desenvolverse en el mundo laboral y social. En este sentido, España ha conseguido posicionarse entre los 6 primeros países con más habilidades digitales de Europa, según un informe reciente. De hecho, el 64% de la población española tiene al menos competencias digitales básicas, superando así la media europea.

Las competencias digitales surgen de la combinación de conocimientos, habilidades técnicas y actitudes, como la capacidad de buscar, seleccionar y evaluar fuentes de información en Internet. Asimismo, el uso de dispositivos como computadoras, celulares y tabletas, y la responsabilidad en el uso de las tecnologías digitales [1].

La competencia digital es básica para que nuestra sociedad esté mejor formada, con un buen nivel competencial y sea más justa, comprometida y moderna. La digitalización de la educación estaba prevista para 2030, pero la crisis de la COVID-19, una situación completamente inédita tanto para el sistema sanitario como para la sociedad, aceleró este proceso. Así se refleja en la Agenda Digital 2025 para España, que incluye el Plan Nacional de Competencias Digitales, con siete líneas de actuación entre las que se destaca para el ámbito educativo: la Digitalización de la Educación y el desarrollo de las competencias digitales para el aprendizaje en la Educación [3].

El programa incluye un conjunto de acciones para apoyar la transformación digital del sistema educativo mediante la dotación de dispositivos, recursos educativos digitales, adecuación de competencias digitales de los docentes y acciones que aplican la inteligencia artificial a la educación personalizada.

También cabe destacar los principales objetivos de este programa:

- Dotar de competencias digitales avanzadas al alumnado y fomentar vocaciones digitales.
- Dotar de medios digitales a los centros educativos y al alumnado.
- Formar al profesorado en competencias digitales.
- Formar al alumnado, introduciendo el pensamiento computacional y programación a lo largo del currículum educativo.

- Poner en marcha plataformas de asistencia mediante la aplicación de IA para promover una educación más personalizada [2].

La digitalización en la educación es un proceso difícil, pero extremadamente importante. Además de estos pasos, existen una serie de iniciativas y estrategias que mejoran este proceso. Por ejemplo, las escuelas en España están implementando iniciativas para promover la ciudadanía digital y el uso responsable de la tecnología entre los estudiantes. Esto incluye educar a los estudiantes sobre seguridad en línea, etiqueta digital, protección de la privacidad y comportamiento responsable en línea. Las herramientas y plataformas digitales para la colaboración y la comunicación, como videoconferencias, aplicaciones de mensajería y edición colaborativa de documentos, se utilizan para facilitar la comunicación entre estudiantes, profesores, padres y administradores.

Por supuesto, los estudiantes también deberían tener acceso a recursos en línea, libros electrónicos, vídeos, laboratorios virtuales y más. Esto es necesario para garantizar un alto nivel de educación y para que la educación sea asequible [4].

La digitalización de la educación es necesaria con independencia de que puedan darse emergencias sanitarias similares a la vivida en los últimos años (COVID-19).

La digitalización es un factor determinante a la hora de cerrar brechas y apostar por la cohesión social, haciendo posible un escenario en el que el alumnado tenga un acceso garantizado a contenidos educativos adecuados y ajustados a sus necesidades independientemente de su realidad social o del lugar en el que viva.

En general, la digitalización en la educación española tiene como objetivo aprovechar la tecnología para mejorar las experiencias de enseñanza y aprendizaje, promover la alfabetización digital y el desarrollo de habilidades, y preparar a los estudiantes para el éxito en la era digital. Estas iniciativas reflejan un compromiso con la innovación, la inclusión y la excelencia en la educación.

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EL PAPEL DE LAS HERRAMIENTAS INNOVADORAS EN LA EDUCACIÓN MODERNA

Hoy en día, las innovaciones se han convertido en parte integrante de nuestras vidas. Están transformando casi todos los sectores, y la educación no es una excepción.

La innovación desempeña un papel importante en la transformación de la educación y la economía. La curiosidad y la singularidad nos impulsan a invertir en cursos innovadores. Según el estudio, el 64% de los ejecutivos mundiales cree que la falta de competencias limita la innovación. Esto demuestra que el desarrollo de competencias y el aprendizaje innovador son esenciales para el éxito futuro.

El aprendizaje innovador alimenta el deseo de experimentación tanto en profesores como en alumnos. Nos ayuda a pensar con originalidad, utilizando el mejor potencial de nuestro cerebro y nuestra creatividad.

En primer lugar, las tecnologías innovadoras han hecho más accesible la educación. Gracias a las plataformas de aprendizaje en línea y a las aplicaciones educativas, los estudiantes pueden acceder a los materiales didácticos desde cualquier lugar con acceso a Internet. Esto es especialmente importante en la educación a distancia.

Además de la accesibilidad, la innovación también ha hecho que la educación sea más atractiva e interactiva. Las pizarras interactivas, los simuladores de realidad virtual y los juegos educativos son solo algunos ejemplos de cómo la tecnología está mejorando el proceso de aprendizaje. Estas herramientas permiten a los alumnos visualizar conceptos complejos y realizar actividades prácticas que antes eran imposibles.

Además, las innovadoras herramientas de aprendizaje también han hecho que la educación sea más personalizada. Con la ayuda de la inteligencia artificial y el aprendizaje automático, los educadores pueden adaptar el aprendizaje a las necesidades individuales de cada alumno. Esto significa que los estudiantes pueden recibir comentarios personalizados, apoyo y recursos que se adapten a su estilo y ritmo de aprendizaje.

Por supuesto, existen retos asociados a la integración de la tecnología en la educación. A pesar de los importantes avances de los últimos años, muchas regiones aún necesitan invertir en infraestructuras y soluciones tecnológicas modernas. Los aspectos que merecen atención son los siguientes:

- desigualdad digital, ya que la tecnología no es igualmente accesible para todos;

- las dificultades en el uso de la tecnología (tanto para alumnos como para profesores)

- la necesidad de invertir en nuevos equipos y sistemas.

Además, preocupa la excesiva dependencia de la tecnología y la posibilidad de que ésta sustituya a la interacción humana y la creatividad.

A pesar de estos retos, está claro que la tecnología desempeña un papel vital en la educación moderna. Al hacer que la educación sea más accesible, atractiva y personalizada, la innovación está transformando nuestra forma de aprender y enseñar. Mientras las personas siguen navegando por las complejidades de la era digital, es crucial encontrar formas de utilizar la tecnología para apoyar y mejorar los sistemas educativos.

En este momento, las instituciones educativas que desean mantener su ventaja en el mercado están adoptando las siguientes tendencias tecnológicas clave en la educación:

1. Entorno virtual de aprendizaje: el entorno digital permite la comunicación entre alumnos y profesores, así como el intercambio de materiales adicionales.

2. Microaprendizaje: aprendizaje en pequeñas cantidades de material para temas de aprendizaje complejos que requieren un aprendizaje rápido y eficaz. Un ejemplo son las videoconferencias breves.

3. Aprendizaje personalizado: proceso de adaptación de las trayectorias educativas a las necesidades de cada alumno, lo que hace que su aprendizaje sea mucho mejor.

4. Experiencia del estudiante: invertir en una experiencia positiva del estudiante a través de la tecnología es una de las principales estrategias para garantizar el éxito de una institución educativa.

En resumen, la tecnología está revolucionando la educación de una manera sin precedentes. Tenemos que aprovechar estos avances tecnológicos y trabajar para garantizar que apoyan y mejoran el proceso de aprendizaje. De este modo, se puede crear un sistema educativo más eficaz que satisfaga las necesidades de todos los estudiantes.

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EL PAPEL DE LAS LENGUAS EXTRANJERAS EN LOS ESTUDIOS EN EL EXTRANJERO EN EL CAMPO DE LA AVIACIÓN

La aviación es un campo importante y complejo, por lo que especializarse es muy importante para tener éxito en una carrera basada en su formación. Con un título en aviación, puedes trabajar en puestos directivos de organizaciones dedicadas al transporte aéreo de personas o mercancías.

Gestión de la aviación: aborda la logística de la aviación y su papel en la cadena de suministro global.

Liderazgo en aviación: habilidades de liderazgo y gestión necesarias para planificar y aplicar la estrategia de la industria de la aviación, incluidos los aspectos jurídicos de las organizaciones de aviación [2]. Elegir uno de estos destinos para estudiar en el extranjero proporciona a los futuros profesionales de la aviación una base sólida y un futuro brillante en el dinámico sector de la aviación.

La aviación es una industria que requiere una comunicación constante. Para pilotar un avión comercial, un piloto debe dominar el inglés y tener al menos conocimientos básicos de la lengua que hablan los controladores aéreos en los países donde va a volar.

Después del inglés, los idiomas más aprendidos por los pilotos son el francés, el español, el portugués, el alemán, el chino y el japonés.

Con la creciente popularidad de destinos como África, Oriente Medio e India, cada vez se espera más de los pilotos que sepan comunicarse en multitud de lenguas menos comunes. Para trabajar correctamente en Asia, los pilotos y controladores aéreos deben poder comunicarse en inglés.

En general, la aviación es una buena carrera para los estudiantes, ya que suele haber un mercado laboral bueno y muy valorado. Los cursos de aviación proporcionan a los estudiantes una excelente formación formal, ya que les permiten aprender mediante conocimientos teóricos y trabajos prácticos, lo cual es muy importante.

Uno de los mejores países para estudiar aviación es Sri Lanka. La obtención de un certificado de aviación en Sri Lanka te permitirá sin duda conseguir trabajo en distintos países del mundo. Sri Lanka también cuenta con aerolíneas nacionales, lo que significa que podrás adquirir experiencia práctica mientras estudias.

Grecia alberga algunas de las mejores academias de aviación gracias a sus normas reconocidas por la UE y a su experiencia educativa. En esta isla encontrará academias que ofrecen cursos de formación teórica, amplia experiencia de vuelo y muchos tipos de certificados adecuados tanto para principiantes como para pilotos experimentados.

Las academias keniatas ofrecen formación de vuelo tanto en vuelo como en simulador para garantizarle la mejor formación de vuelo posible. Éste es uno de los pocos países del continente africano que cuenta con escuelas de vuelo, y no defraudan.

Sólo hay una academia de aviación en Maldivas y es una de las mejores del mundo. Esta academia ofrece diversas opciones de formación en aviación, como licencia de piloto privado, licencia de piloto comercial y mucho más. Y lo que es más, es bastante probable que consigas un trabajo bien remunerado en una de las aerolíneas más prestigiosas del mundo, como Singapore o Qatar Airways.

Líder en muchos campos académicos, Estados Unidos cuenta con universidades muy respetadas en el ámbito de la aviación. Si se matricula en instituciones privadas y públicas, podrá obtener su licencia de piloto tras numerosos vuelos de formación [1].

En España hay unas 80 escuelas de vuelo que ofrecen diversos programas de formación de pilotos. Cada escuela tiene diferentes procedimientos y requisitos de inscripción, y dependiendo del curso de formación de pilotos que elijas, la matrícula y las tasas también variarán. Sin embargo, si está interesado en obtener un título universitario acompañado de formación de vuelo, debería considerar los programas universitarios de aviación. Estos programas permiten a los estudiantes combinar la educación superior con la formación de vuelo. Con este programa, recibirás un título universitario junto con una licencia de piloto, como la licencia de piloto comercial (CPL) [3].

La aviación es una de las industrias de más rápido crecimiento y ofrece una amplia gama de oportunidades profesionales, desde piloto hasta gestión de aeropuertos y control del tráfico aéreo. Además, cuando se busca una carrera de éxito en la aviación,

elegir el destino de estudios en el extranjero adecuado puede desempeñar un papel crucial en la configuración de las oportunidades futuras.

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INTERNAZIONALE AUSBILDUNG – PERSPEKTIVE UND STRATEGIE ENTWICKLUNG

Internationale Ausbildung wird in der heutigen Welt immer relevanter und wichtiger für den Einzelnen und die Gesellschaft insgesamt. Es öffnet die Tür zu neuen Möglichkeiten, erweitert den Horizont und ermöglicht es jedem, Wissen und Erfahrungen zu sammeln, die sich durch internationale Kommunikation und Ausbildung eröffnen. Die Entwicklung des internationalen Bildungswesens beinhaltet die Entwicklung von Strategien, die den modernen Anforderungen und den Herausforderungen der Zukunft gerecht werden.

Internationale Ausbildung bietet viele weitere Perspektiven vor, die wichtigste aber liegt darin, dass sie ihre Wirkung auf das Individuum machen kann. Die Studierenden, die die Möglichkeit haben, im Ausland zu studieren, können nicht nur ihre akademischen Fähigkeiten, sondern auch ihre kulturellen und internationalen Kompetenzen entwickeln. Sie werden flexibler in der fremden Umgebung, offener für Vielfalt. Sie wissen genau, wie sie sich an neue Bedingungen anpassen können und verstehen, dass die ganze Welt ihr Arbeitsfeld ist.

Eine führende Rolle im Gebiet der internationalen Ausbildung spielt dabei auch das Programm Erasmus+. Das ist die grenzüberschreitende Kooperation, die zwei wichtige Ziele vor sich hat. Einerseits unterstützt sie den Austausch von Ideen, Methoden, Praktiken und guter Praxis zu aktuellen Themen der Berufsbildung. Anderseits sorgt sie für die gemeinsame Entwicklung innovativer Angebote, Methoden oder Materialien. Auf solche Weise hat es bei Erasmus+ geklappt, viele Projekten der Berufsbildung vielfältige Ansätze zur Verbesserung der Qualität der Berufsbildung erarbeiten oder

weiterentwickeln. Sehr wichtig ist, dass diese Erfahrungen über die beteiligten Einrichtungen hinaus weitergegeben wurden. Zu populärsten Themen im des Programms Erasmus+ sind also geworden:

- Inklusion, Nachhaltigkeit, Digitalisierung, Teilhabe
- Qualifizierung des Berufsbildungspersonals
- Transparenz und Anerkennung von Kompetenzen und Qualifikationen
- Europäische Aus- oder Weiterbildungsangebote [1].

Neben den Vorteilen bringt die internationale Ausbildung jedoch auch Herausforderungen mit sich. Einer davon sind die finanziellen Kosten, die mit einem Auslandsstudium verbunden sind. Viele Studierende werden mit der Notwendigkeit konfrontiert sein, zusätzliche Finanzierungsquellen zu finden, um ihre Ausbildung im Ausland zu sichern. Darüber hinaus können auch die Anpassung an eine neue Umgebung, Sprachbarrieren und kulturelle Unterschiede eine Herausforderung für erfolgreiches Lernen darstellen.

Internationale und international-vergleichende Perspektiven werden von Praxis und Wissenschaft der Erwachsenenbildung seit Beginn des 20. Jahrhunderts thematisiert. Während es zunächst um den Austausch von Wissen über die Erwachsenenbildung in unterschiedlichen Ländern ging, um ihre Zielsetzungen und Bedingungen, wurden später auch Aspekte der Vergleichbarkeit und Übertragbarkeit diskutiert [4].

Für eine erfolgreiche Entwicklung der internationalen Ausbildung ist es notwendig, Strategien zu entwickeln, die darauf abzielen, die Zugänglichkeit und Qualität der Bildung im Ausland zu gewährleisten. Perspektiven im Rahmen der interkulturellen Qualifizierung stärker berücksichtigt, für die Entwicklung einer interdisziplinär inspirierten und stärker reflexiv ausgerichteten Praxis interkulturellen Lehrens sinnvoll und notwendig ist [2]. Dies kann die Schaffung von Stipendienprogrammen, die Entwicklung der internationalen Ausbildungspartnerschaften, die Unterstützung von Studierenden im Anpassungsprozess und die Entwicklung innovativer Lehrmethoden umfassen. Um die Chancen für Studierende, Absolventen und Nachwuchswissenschaftler auf der Weltbühne zu verbessern, wurde das englischsprachige Lehrangebot vor allem in Master- und Promotionsprogrammen erweitert [3].

So spielt die internationale Ausbildung eine wichtige Rolle bei der Gestaltung der Zukunft der Welt, in der jeder die Möglichkeit hat, sich in einer globalen Gemeinschaft zu entwickeln und einen Beitrag zu leisten. Mit den richtigen Entwicklungsstrategien kann die internationale Ausbildung für alle zugänglich werden und zur Erreichung der globalen Ziele für nachhaltige Entwicklung beitragen.

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INTERNATIONALE AUSBILDUNG, PERSPEKTIVEN UND ENTWICKLUNGIEN

Die internationale Ausbildung spielt in der modernen Welt eine immer wichtigere Rolle. Die internationale Ausbildung ist nicht nur eine Möglichkeit, einen Abschluss an einer angesehenen ausländischen Universität zu erwerben. Sie bietet Studierenden aus verschiedenen Ländern die Möglichkeit, das Wissen und die Fähigkeiten zu erwerben,

die für eine erfolgreiche Karriere auf globaler Ebene erforderlich sind, sowie ihren Horizont zu erweitern und andere Kulturen kennenzulernen. Es hilft vielen Ländern mit niedrigerem Bildungsniveau, ihren Bürgern die Möglichkeit zu geben, qualifiziertere Arbeitskräfte für die weitere Entwicklung auf dem Arbeitsmarkt zu werden. Aus diesem Grund könnten wir also weitere Chance für Studierenden formulieren:

- eigenen Horizont erweitern und eine neue Perspektive auf die Welt gewinnen;

- andere Kulturen und Traditionen kennen lernen;

- Kenntnisse und Fähigkeiten erwerben, die einem helfen und in seiner Karriere erfolgreich sein werden;

- neue Freundschaften schließen und Kontakte in der ganzen Welt knüpfen.

Internationale Ausbildung ist eine Investition in die Zukunft. Immer wieder wurde es behauptet, dass sie dazu beitragen kann, die Welt friedlicher, gerechter und nachhaltiger zu gestalten. [3]

Die internationale Ausbildung wird von Jahr zu Jahr beliebter, so dass die Zahl der internationalen Studierenden jedes Jahr steigt. Der Transfer von Studierenden ist nicht immer gut geplant. Eine ausreichende Zahl von Studierenden kann unter besonderen Bedingungen versetzt werden, z. B. wenn sich ihr Heimatland derzeit im Krieg befindet. In vielen EU-Ländern (Deutschland, Österreich, Bulgarien, den Niederlanden und der Tschechischen Republik) gibt es spezielle Prüfungen und erleichterte Bedingungen für die Versetzung von Studierenden. [2]

Für ein Land, das internationale Studierende aufnimmt, ist dies nur von Vorteil. Die EU erlässt regelmäßig neue Vorschriften mit Rechten und Zielen zur Verbesserung der Bildung. All dies geschieht, um Folgendes zu gewährleisten: höhere Qualität, mehr Chancengleichheit, bessere Inklusion und mehr Erfolg für alle in der allgemeinen und beruflichen Bildung; Verwirklichung von lebenslangem Lernen und Mobilität für alle; Stärkung von Kompetenzen und Motivation in pädagogischen Berufen; Stärkung der europäischen Hochschulbildung; Unterstützung des ökologischen und digitalen Wandels in der und durch die allgemeine und berufliche Bildung. [1]

Daher versucht die Regierung, die internationale Ausbildung für alle Bevölkerungsgruppen zugänglicher zu machen, indem sie Gesetze vorschlägt, die die Qualität der Bildungsprogramme verbessern; sie versucht, die Entwicklung

interkultureller Kompetenz zu fördern und dadurch die Zusammenarbeit zwischen Bildungseinrichtungen aus verschiedenen Ländern zu stärken. Zu diesem Zweck bemüht sich jede Universität um Partner aus anderen Ländern, um zu kooperieren und ihre Marktfähigkeit zu verbessern.

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Comment apprendre le français en autodidacte?

Quand on apprend une langue étrangère et qu'on veut l'assimiler à la perfection, on doit faire le plus d'efforts possible tout en utilisant la meilleure stratégie d'apprentissage. Cette stratégie n'est pas la même pour tous car nous sommes tous différents, avec nos particularités concernant nos capacités intellectuelles, notre tempérament, le temps que nous pouvons consacrer à nos études, etc. Chaque étudiant élabore sa propre « méthode » en fonction des facteurs mentionnés ci-dessus, et des conseils que ses professeurs lui donnent. En ce qui concerne une deuxième langue étrangère qu'on étudie en plus de l'anglais, il est à regretter que le nombre de cours de cette langue soit, d'habitude, assez limité. On doit donc y consacrer plus de temps en dehors de l'Université si on souhaite la maîtriser. Heureusement que, de nos jours, on peut trouver beaucoup de ressources sur Internet qui permettent non seulement d'améliorer ses compétences linguistiques, mais également de perfectionner son approche de l'apprentissage, de trouver les moyens les plus efficaces répondant à tels ou tels besoins, à telles ou telles conditions. J'ai eu deux cours de français par semaine pendant cinq semestres, et je n'ai jamais trouvé cela suffisant. Alors, j'ai décidé d'étudier davantage chez moi, seul, en autodidacte, en exploitant toutes les ressources d'Internet. Voici quelques recommandations des blogueurs que je trouve pertinentes et qui m'ont beaucoup aidé.

Apprendre le français en autodidacte peut être un processus satisfaisant et efficace, mais il est important de suivre certaines stratégies et approches. Décidez pourquoi vous voulez apprendre le français : pour voyager, étudier, travailler ou simplement pour le plaisir. Planifiez la fréquence et le temps que vous consacrerez à vos études. Répartissez ce temps en différentes composantes telles que l'écoute, l'expression orale, la lecture et

l'écriture (expression écrite). Certaines ressources populaires comprennent Duolingo, Babbel, Memrise, etc. Les blogueurs recommandent de choisir soigneusement une ou deux ressources pour que le temps d'étude soit structuré et fructueux [1]. L'apprentissage d'une langue demande du temps et de la persévérance. Essayez de respecter votre emploi du temps et ne remettez pas l'apprentissage à plus tard. Il faut être d'une certaine humeur, aimer la langue et avoir un objectif (par exemple:«Dans un an, je vais passer le DELF B2 »). Ayez un dossier sur votre ordinateur réservé au français [2].

Écoutez du français chaque fois que c'est possible. Il peut s'agir de musique française, de podcasts, de films ou de séries télévisées. Cela vous aidera à vous habituer à prononcer et à comprendre la langue dans différents contextes [1]. Je suis d'accord avec les blogueurs qui disent qu'on peut apprendre le français en écoutant et en mémorisant les paroles des chansons françaises. Je pense que la musique est vraiment l'un des meilleurs moyens d'apprendre une langue. Tout d'abord, elle permet de travailler la prononciation par la répétition. Une chanson a toujours un refrain, cette partie de la chanson qui est répétée plusieurs fois. Si vous apprenez les paroles de chanson, votre prononciation s'améliorera très naturellement. La deuxième raison est que cela fait travailler la mémoire. Lorsque vous apprenez quelque chose par cœur, lorsque vous mémorisez quelque chose, vous améliorez votre mémoire. Plus souvent on apprend les paroles, plus on acquiert de vocabulaire. Vous apprendrez également des phrases déjà prêtes. Vous n'avez pas besoin de réfléchir au moment où vous allez les utiliser dans une conversation parce que vous les avez apprises par cœur dans la chanson. J'ai commencé à apprendre l'anglais vers l'âge de 6 ans. J'ai appris l'anglais parce que j'aimais chanter et apprendre les paroles des chansons. J'ai utilisé un classeur où il y avait des centaines de paroles de chansons. Quand j'étais enfant et adolescent, j'ai passé des heures à apprendre ces paroles par cœur. En mémorisant tant de chansons, j'ai en quelque sorte créé une bibliothèque de phrases qui étaient déjà là pour moi, de sorte que parler anglais et avoir une bonne prononciation est devenu très facile pour moi grâce aux paroles et à la musique [3]. J'utilise la même pratique en apprenant le français, et c'est toujours très efficace.

Essayez de *parler* français aussi souvent que possible. Il existe de nombreuses façons d'améliorer ses compétences en matière d'expression orale. La chose la plus importante est d'être en contact avec des personnes qui parlent français. Cela peut se faire en parlant

avec un locuteur natif, en rejoignant des clubs de langue (y compris en ligne) ou en utilisant des applications de communication (par exemple, Lingbe). Aujourd'hui, grâce à Internet, vous pouvez communiquer avec n'importe qui dans le monde [1]. Certains blogueurs affirment qu'on peut améliorer son expression orale sans partenaires linguistiques. Voici le conseil que je trouve bien raisonnable: parlez à vous-même. Ça marche très bien parce que vous avez le temps de réfléchir. Si vous n'avez personne à qui parler, vous pouvez passer du temps à essayer de mieux choisir vos mots, à réfléchir plus attentivement et à vous corriger parce que vous n'êtes pas pris dans une conversation qui n'en finit pas. Vous avez le temps de parler et de construire vos phrases correctement. De plus, vous prenez l'habitude de parler français à haute voix, ce qui vous laisse plus de temps pour travailler votre articulation et votre prononciation. Et ce que vous dites n'a pas d'importance. Dans des exercices comme celui-ci, j'essaie juste de décrire ce que je suis en train de faire. Si je fais la cuisine, ça peut être : « Alors, qu'est-ce qu'il me faut pour cette recette ? Alors, de quoi ai-je besoin pour cette recette ? J'ai peut-être besoin d'un œuf, de fromage, de pâtes, puis je prendrai une cuillère. Je vais faire bouillir de l'eau... » En fait, il s'agit simplement de parler, de parler tous les jours et de prendre l'habitude de parler, d'avoir moins peur de la langue. Et plus vous parlerez français, plus vous passerez de temps avec la langue, plus il vous sera facile de penser en français [3]. Si vous voulez que votre prononciation soit bonne, utilisez les dictionnaires en ligne car ils fournissent la prononciation de tous les mots. Ou encore plus simple, allez sur Google et tapez «définition + mot souhaité». Google vous donnera la prononciation et vous montrera comment apprendre à prononcer le mot. Il est normal de faire des erreurs lorsqu'on apprend une nouvelle langue, alors ne laissez pas la peur vous empêcher de vous exprimer. Le plus important est de communiquer et d'essayer de se faire comprendre, même si l'on est débutant. Vos interlocuteurs seront heureux de voir vos efforts. Et n'oubliez pas qu'une personne qui ne fait pas d'erreur est une personne qui ne fait rien [2].

L'un des éléments les plus importants pour l'apprentissage d'une nouvelle langue est le vocabulaire, donc naturellement, la meilleure façon d'apprendre le français par soi-même est de *lire* autant que possible en français. En ce qui concerne la lecture, presque tous les types de lecture peuvent être bénéfiques. Lisez des livres, des articles, des nouvelles et d'autres textes en français. Commencez par des textes plus faciles et passez

progressivement à des textes plus difficiles. Lisez ce qui vous intéresse. Ne lisez pas ce que vous n'aimez pas. Vous ne progresserez que si vous y prenez plaisir. Ne faites pas de listes de mots, sinon vous oublierez tout. Si vous ne comprenez pas tout, ne vous inquiétez pas. Certains élèves veulent tout comprendre d'un coup et cherchent tous les mots dans le dictionnaire. Ils sont alors démotivés parce qu'ils ont passé une heure sur un texte de 10 lignes. Mais le but n'est pas d'apprendre tous les mots d'un coup. Il faut comprendre le sens général du texte et apprendre quelques mots dans des phrases. En lisant d'autres textes, au fil du temps, le vocabulaire se répètera et deviendra de plus en plus facile. Lisez beaucoup et acceptez le fait que vous ne comprendrez pas tout ce que vous lisez. Petit à petit, vous avancerez sans vous en rendre compte [1].

À mon avis, un des conseils les plus importants pour apprendre le français est d'*écrire* un peu tous les jours. Tenez un blog, écrivez des textes courts, essayez de créer des phrases. Vous devez écrire des phrases avec les mots que vous apprenez. Pour vous assurer que vos phrases sont correctes, copiez des exemples dans le dictionnaire. Souvent, les étrangers qui apprennent le français veulent dire des choses très complexes dès le début, mais ils finissent par mélanger les choses et se retrouvent dans le désordre. Au lieu de cela, concentrez-vous sur la construction de phrases courtes et simples au début. Vous pouvez donner des détails, mais toujours de manière simple. L'autre personne sera heureuse de comprendre ce que vous voulez dire. Ensuite, vous pouvez progressivement ajouter des éléments plus complexes à mesure que vous gagnez en confiance. Mais l'essentiel est de pouvoir s'exprimer clairement et simplement, même si votre vocabulaire est limité. Le français est une langue qui a sa propre orthographe, un peu particulière. Les blogueurs français affirment que la plupart des Français n'ont pas eux-mêmes une orthographe parfaite, et il est très courant pour beaucoup de gens de faire des fautes d'orthographe, d'avoir des doutes sur de nombreuses questions liées à l'accord, par exemple. Le fait d'écrire un peu chaque jour vous permettra de travailler votre orthographe, votre grammaire et votre vocabulaire. Par exemple, chaque jour, vous écrivez ce que vous avez fait pendant la journée. Il peut s'agir de cinq phrases, pas nécessairement d'un grand texte. Tenir un journal peut être une bonne idée pour voir vos progrès depuis le jour où vous commencez jusqu'à un mois, deux mois, trois mois, voire des années si c'est une habitude que vous développez. Encore une possibilité est de trouver un partenaire à

qui vous pouvez écrire en français comme un correspondant. Il existe une application Tandem qui vous permettra de rencontrer des personnes qui veulent apprendre la langue que vous parlez et qui parlent la langue que vous apprenez. Vous pouvez donc vous contacter et vous envoyer des messages écrits, et la personne en face peut corriger votre orthographe et vous pouvez faire de même [2]. En écrivant des phrases et des textes, ne traduisez pas mot à mot. Plus précisément, ne développez pas ce réflexe, car si vous commencez à traduire chaque mot pour mot, cela ne fonctionnera pas. Chaque langue a sa propre logique, sa propre grammaire, son propre fonctionnement. On ne peut donc pas tout traduire mot à mot, et certains mots ne se traduisent pas du tout ou n'ont pas exactement la même signification. Il est important de se rappeler qu'il n'est pas nécessaire de comprendre chaque mot pour saisir le sens d'une phrase, d'un texte ou d'une situation (si vous regardez un film, par exemple). Evitez donc le réflexe de la traduction mot à mot lorsque vous voulez passer de votre langue maternelle au français. Il faut plutôt apprendre à penser en termes de concepts, d'idées, et non de mots, et chercher une traduction exacte. Essayez plutôt de vous dire «Quel est le message que je veux faire passer à ce moment-là ?» [3]. C'est pourquoi, partageant l'avis de plusieurs blogueurs, je vous recommande, moi aussi, d'apprendre des groupes de mots plutôt que d'essayer de traduire chaque mot.

Je suis sûr de faire des progrès en français, je m'y sens de plus en plus à l'aise, ce qui prouve que les conseils des blogueurs que j'ai suivis pour apprendre le français en autodidacte, sont vraiment efficaces.

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