technical fields. It creates conditions for expanding cooperation between specialists from different countries and developing new content localisation strategies.

Analyzing current trends in translation studies allows us to conclude that technology development is significantly changing translators' methodology and practical activities. A modern translator must not only master traditional methods but also be able to work with new digital tools, which opens up additional opportunities for the profession's development. Challenges related to automation and globalisation are driving the search for new approaches and the development of modern educational programmes. In general, the future of translation studies looks promising if we effectively combine the human factor with innovative technologies, which will help improve the quality of translation services and strengthen intercultural dialogue.

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Nikita Linchak
Kyiv National University of Technologies and Design (Kyiv)
Scientific supervisor – Assoc. Prof., Maryna Vyshnevska

GENERATIVE ARTIFICIAL INTELLIGENCE AS A TOOL FOR PERSONALIZED LEARNING

Generative artificial intelligence (AI) is making education better. It helps create personal learning for people who want to work in a world with many languages and cultures. AI tools can make lessons for each user personally, give fast feedback, and make studying fun, especially when learning languages or new skills. Studies show that personalized learning keeps people interested and helps them learn things like words or grammar faster (Wang & Song, 2023, 5). However, not many people use AI yet, and some worry that using it too much makes us stop thinking for ourselves.

AI is great because it fits learning for each person. It can be used to make exercises or texts just for everyone. For example, a study from Oxford says AI can make language tasks that match everyone's hobbies, like sports or music, so people enjoy them

more (Holmes et al., 2023, 3). Another study tested ChatGPT with students in Uruguay and found it made school lessons personal for kids aged 8–14, helping them understand better (Jauhiainen & Garagorry Guerra, 2024, 6). The feedback is also received immediately. When learners write something, AI quickly shows grammar or word mistakes (Solak, 2024, 355). This beats waiting for a teacher and helps students get better quickly, perfect for those who are busy and need a start.

AI can also help improve speaking skills. It acts like a friend learner can practice with, reducing shyness. If students are afraid to speak in class, AI listens and fixes mistakes quietly (Wang & Song, 2023, 4). One study found AI creates real tasks like emails or chats, preparing learners to write a French letter or talk in Spanish (Wang & Song, 2023, 4). Another suggests AI can generate adaptive tests that increase in difficulty if the learner performs well or provide additional support if needed (Solak, 2024, 357). It's not just a test; it's a way to study.

There are significant advantages. Learners feel more engaged when lessons are tailored to them (Jauhiainen & Garagorry Guerra, 2024, 6). Progress accelerates because AI targets weak areas like grammar or cultural knowledge (Wang & Song, 2023, 5). Time is saved by avoiding repetition of already mastered material (Solak, 2024, 358). In a multilingual world, this is invaluable. A professional can learn Italian for meetings, or a student can study German for school. For users, AI provides a foundation to optimize time for work or study.

However, there are drawbacks. Many avoid AI due to unfamiliarity or perceived complexity (Holmes et al., 2023, 4). Overreliance may lead to reduced critical thinking–if learners copy AI-generated essays, they stop analyzing deeply (Solak, 2024, 356). Accountability is unclear when AI errs. Privacy is another concern, as AI requires personal data, such as interests, which may not be secure (Wang & Song, 2023, 6). Occasionally, AI produces incorrect answers, requiring verification.

Used wisely, AI enhances learning. It simulates realistic scenarios, like ordering food in German or conversing in Portuguese, allowing practical application (Wang & Song, 2023, 4). It offers support precisely when needed (Jauhiainen & Garagorry Guerra, 2024, 7). Yet many schools cling to traditional methods, missing opportunities. Future developments could include gamified language learning or virtual classrooms. For learners, AI serves as a brainstorming tool, providing drafts to refine with their own style.

In conclusion, AI enables personalized, effective learning but requires caution. It should aid, not replace, independent thought. Excessive use risks diminishing skills, though current adoption remains limited (Holmes et al., 2023, 4).

Educators and students should treat AI as a collaborative partner. This approach enhances education, preparing individuals for a globalized world while allowing them to build creatively upon AI-generated content.

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Taisiia Lunha
Kyiv National University of Technologies and Design (Kyiv)
Scientific supervisor – Assoc. Prof., Maryna Vyshnevska

ETHICS OF USING DIGITAL TECHNOLOGIES IN TRANSLATION: PROBLEMS OF TRANSLATION QUALITY AND ORIGINALITY

The rapid development of the world has significantly transformed various professional fields, including translation. People tend to use artificial intelligence daily and integrate it into their work process, and translation is no exception. However, with the growth of AI use, there are now concerns about the quality and originality of translation.

Computer-Assisted Translation (CAT) tools are among the most used among translators. It is made to take previously translated texts or specific fragments and automatically incorporate matching segments into new documents, reducing repetitive work for the translator. With these tools, translators increase the speed of their work. It is also very easy to use, so any translator can access it (Kutsak, 2025). However, this type of translation is not reliable by itself, as it needs constant revision and cannot