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Hybrid intelligent technologies in modern folklore studies

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Introduction. Folklore studies, as a discipline that studies traditional forms of folk art, in the conditions of digitalization receives new opportunities due to the use of intelligent information technologies. Innovative intelligent methods of processing all types of big data [1], classical machine learning [2] and neural network machine learning [3], knowledge-based and data-driven modeling [4], [5] - allow for a new approach to the preservation, systematization and research of cultural heritage.

The use of intelligent technologies in folklore studies covers several key areas:

1. Digitization and organization of sources. Large-scale electronic archives are being created that accumulate the texts of fairy tales, epics, songs, myths, legends and audiovisual materials. Speech and text recognition algorithms automate the process of structuring and classifying sources.

2. Intelligent data analysis [6]. The use of intelligent information technologies allows us to identify hidden patterns of plots and motifs, build semantic maps, automatically classify genres and track the transformations of folklore forms over time.

3. Comparative study. Big data analysis makes it possible to identify universal images and plots, trace intercultural connections and record unique features of national traditions.

4. Modeling the dynamics of folklore. AI technologies allow us to study the evolution and adaptation of folklore forms under the influence of globalization, migration and digital communications.

5. Interactive educational and cultural projects. Virtual

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museums, interactive platforms and educational resources are being created that make cultural heritage accessible to a wide audience, including young people.

Thus, intelligent technologies in folklore studies not only ensure the preservation of cultural heritage, but also open up new opportunities for its scientific analysis, popularization and integration into the modern socio-cultural space.

Main Part. Modern folklore studies are faced with the need to integrate traditional methods of cultural heritage research with innovative digital and intelligent technologies. Folklore data, including oral texts, songs, legends, rites and rituals, are characterized by high structural and semantic complexity, which makes their analysis by traditional methods laborious and not always accurate. In these conditions, hybrid intelligent technologies [7], combining methods of artificial intelligence, machine learning, natural language processing and big data analysis, become a key tool for systematization, classification and interpretation of folklore heritage.

The main aspects of the application of hybrid technologies in modern folklore studies:

1. Text analysis and semantics: 1.1. The use of neural network models for recognition, structuring and interpretation of oral and written texts; 1.2. The use of semantic analysis and thematic modeling to identify hidden patterns and cultural contexts.

2. Classification and cataloging: 2.1. Creation of intelligent databases of folklore materials with the possibility of automatic categorization by type, region, theme and historical period; 2.2. Use of hybrid systems (classical machine learning algorithms + neural networks) to recognize authorial and regional features of texts and motifs.

3. Forecasting and reconstruction of cultural traditions: 3.1. Modeling the evolution of folklore genres and forms using intelligent algorithms; 3.2. Forecasting lost elements of cultural heritage and possible transformations of folklore practices in modern conditions.

4. Visualization and interactive platforms: 4.1. Development of multimedia systems and virtual archives that allow researchers and a wide audience to work interactively with folklore materials; 4.2. Integration of data visualization, graph structures and cartographic technologies to identify cultural connections and geographical

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specificity.

Therefore, it is hybrid intelligent technologies that open up new opportunities for modern folklore studies, providing: deep and systematic analysis of complex cultural data; acceleration of research and cataloging processes of materials; creation of intelligent tools for the reconstruction and preservation of cultural heritage; integration of traditional scientific approaches with modern digital methods.

Conclusions. Thus, the introduction of hybrid intellectual technologies contributes not only to the preservation and systematization of folklore, but also to its adaptation to modern conditions of cultural communication, providing researchers and society with new forms of interaction with heritage.

Discussion. As already stated above, modern folklore studies are at the junction of traditional humanitarian research and advanced digital technologies. However, in the current socio-economic and socio-humanitarian conditions of instability [8] and crises [9], for example, in conditions of cultural instability, loss of sources and rapid changes in folklore practices, the implementation of complex hybrid intellectual information technologies is of particular importance. Such complex hybrid information technologies create conditions for achieving a synergistic effect [10]: the combination of different approaches increases the effectiveness of research, systematization and preservation of folklore heritage.

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