

shows that contemporary art does not simply reflect globalization, but also actively participates in it, shaping new forms of cultural interaction and communication. Prospects for further research involve studying how cultural identity is preserved and transformed in a global context, how individuals and societies adapt to cultural change, and how art can respond to current global social and humanitarian challenges.

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THE IMPACT OF SOCIAL MEDIA ON MODERN CULTURE AND EDUCATION

In the 21st century, rapid technological development has significantly transformed social, cultural, and educational processes. Social media platforms such as Instagram, TikTok, and YouTube are no longer limited to entertainment; they have become integral components of modern communication and knowledge dissemination. These platforms

increasingly function as primary sources of information, particularly for younger generations (boyd, 2014). In this context, the role of social media in shaping cultural dialogue and influencing educational practices becomes highly relevant. This study aims to analyze the impact of digital platforms on intercultural communication, learning processes, and the formation of personal identity, as well as to identify the key challenges associated with their use.

Cultural dialogue in the digital space Cultural dialogue is traditionally understood as a process that facilitates mutual understanding between individuals from diverse cultural backgrounds. The emergence of social media has significantly expanded the possibilities for such interaction. Digital platforms enable users to access cultural content from different countries in real time, thereby reducing geographical and informational barriers (Cheney et al., 2010). Through social media, users can observe traditional practices, including music, dance, and cultural celebrations, without physical travel. This contributes to the development of intercultural awareness and promotes international cooperation. In the context of European integration, digital communication plays an important role in fostering mutual respect and cultural exchange. At the same time, social media provides opportunities for representing national cultures on a global scale. The dissemination of Ukrainian cultural content online contributes to the formation of a positive international image and supports the development of a shared cultural space.

Social media as a tool for learning. The integration of digital technologies into education has led to the emergence of new learning models. Social media platforms and video-sharing services are increasingly used as educational tools, offering alternative ways of presenting information. Short-form video content, for example, allows complex topics to be explained in a concise and accessible manner (Nguyen & Diederich, 2024). This approach reflects a shift toward more flexible and student-centered learning environments. Digital platforms support informal learning and enable individuals to acquire knowledge outside traditional educational institutions. Furthermore, social

media plays a significant role in language acquisition. Exposure to authentic content created by native speakers allows learners to develop practical communication skills and gain familiarity with contemporary language use. In the context of globalization, such competencies are essential for participation in international professional environments (Nguyen & Diederich, 2024).

Creative industries and personal identity. The development of social media is closely linked to the expansion of creative industries. Digital platforms provide users with tools for content creation and self-expression, enabling them to participate in cultural production. As a result, new professional opportunities emerge in fields such as digital design, blogging, and content creation (Banks, 2020). This transformation also influences the formation of personal identity. Individuals increasingly construct their self-image through digital content, which can reflect both global trends and local cultural elements. However, this process involves certain risks. One of the main challenges is the potential loss of cultural authenticity. The widespread adoption of global digital trends may lead to the homogenization of cultural expression. Therefore, it is important to maintain a balance between global integration and the preservation of national identity. Digital technologies should be used as a means of cultural development rather than cultural replacement.

Challenges of the modern Internet. Despite its advantages, social media also presents a number of challenges. One of the most significant issues is the spread of misinformation. The rapid dissemination of unverified content increases the risk of exposure to false or misleading information. This highlights the importance of developing media literacy skills, particularly among students (Nguyen & Diederich, 2024). Another critical challenge is digital fatigue. Excessive use of digital devices can negatively affect both physical and mental health, as well as reduce the quality of interpersonal communication. Although social media facilitates virtual interaction, it cannot fully replace face-to-face communication and emotional engagement. These challenges demonstrate that the use of digital technologies requires a critical and

responsible approach. Users must be able to evaluate information, regulate their online activity, and maintain a balance between digital and offline life.

The analysis demonstrates that social media has a significant impact on modern culture and education. Digital platforms facilitate intercultural dialogue, expand access to information, and create new opportunities for learning and creative expression. At the same time, they introduce challenges related to misinformation, digital overload, and cultural standardization. The findings suggest that effective use of social media requires not only technological competence but also critical thinking and cultural awareness. In the context of globalization, these skills are essential for meaningful participation in digital communication processes. Overall, social media should be regarded as a powerful tool that can support cultural exchange and educational development, provided that it is used responsibly and strategically.

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INTERDISCIPLINARY APPROACHES TO ART AND CREATIVE INDUSTRIES IN THE 21ST CENTURY

The theses examine the interdisciplinary interaction between art, culture, and creative industries in the context of globalization and multicultural transformations. Particular attention is paid to the impact of global processes on artistic practices, cultural