remains the most efficient way to communicate not just what we are doing, but who we are and where we come from.

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THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE CREATION OF CONTEMPORARY VISUAL ART

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Key words: artificial intelligence, digital technologies, contemporary visual art, generative art, digitalization, artistic practice, neural networks, human-machine interaction, digital image processing, virtual environments.

The rapid development of digital technologies in the 21st century has led to profound transformational processes in the field of culture and art. Visual culture, as one of the most dynamic components of the contemporary cultural space, is undergoing significant changes under the influence of digitalization. A special role in this process is played by artificial intelligence, which is gradually being integrated into various stages of creating an artistic product — from the initial idea to its visual realization. In this regard, the issue of understanding the role of artificial intelligence in shaping new artistic practices and its impact on the transformation of contemporary visual art becomes particularly relevant.

Modern artificial intelligence technologies, in particular neural networks and machine learning algorithms, open fundamentally new opportunities for artistic creativity. They are capable of analyzing large volumes of visual information, identifying patterns, and reproducing complex stylistic features of various artistic movements. As a result, a new type of artistic activity is being formed, in which human creativity is combined with the computational capabilities of machines.

One of the most vivid manifestations of the integration of artificial intelligence into art is generative art. In this case, the artist acts not only as the creator of a visual image but also as the author of the concept and the algorithm

that determines the logic of image construction. This approach changes the traditional understanding of the creative process, trфnsforming it into an interaction between a human and a technological system. At the same time, the result of such collaboration often has an unpredictable character, which opens new horizons for artistic experimentation.

In addition to generative art, artificial intelligence is actively used in the field of digital image processing, the creation of virtual environments, and the development of interactive artistic projects. This contributes to expanding the boundaries of visual art, which goes beyond traditional forms and acquires a multimedia and interactive character.

On the one hand, the implementation of artificial intelligence in the field of art has a number of positive aspects. Firstly, it significantly expands the artist's toolkit, providing opportunities to work with new forms, structures, and visual effects. Secondly, the use of AI makes it possible to optimize the process of image creation, reducing the time required to implement creative ideas. Thirdly, digital tools contribute to the democratization of art, making it more accessible to a wider audience, including those without professional artistic education.

Moreover, artificial intelligence stimulates the development of new artistic directions, such as algorithmic, interactive, and media art. The interaction between art and technology promotes the formation of interdisciplinary approaches that combine elements of programming, design, philosophy, and cultural studies. This opens up new prospects for the development of contemporary visual culture and the creation of innovative artistic practices [1, p. 23].

At the same time, the active use of artificial intelligence generates a number of contradictions and challenges. One of the key issues is the devaluation of art as a result of individual creative activity. The ease and speed of image generation using AI may lead to the loss of uniqueness of artistic products. The mass production of visual content contributes to its standardization and repetition, which in turn reduces the aesthetic value of individual works.

In addition, there is a noticeable tendency toward the simplification of art. Instead of deep conceptual thinking and complex artistic language, superficial visual effects created by algorithms are increasingly dominating. This may lead to a shift in focus from conceptual content to external attractiveness, thereby transforming the very essence of artistic activity.

No less important is the issue of authorship and authenticity. In situations where a significant part of the creative process is performed by artificial intelligence, it becomes difficult to determine who the true author of the artwork is — the human who sets the parameters or the algorithm that generates the image. This challenges traditional notions of artistic creativity and requires a reconsideration of the criteria for evaluating works of art [2, p.3].

Furthermore, the use of artificial intelligence changes the very concept of creativity. While creativity was previously associated with the unique individual vision of the artist, today it increasingly takes on the character of a collaborative process in which both human and machine resources are involved. This forms a new paradigm of artistic thinking based on interaction, experimentation, and openness to technological innovation.

Thus, the role of artificial intelligence in contemporary visual art is complex and multidimensional. On the one hand, it acts as a powerful tool for development, fostering the emergence of new forms of artistic expression, expanding the boundaries of creativity, and opening new opportunities for self-realization. On the other hand, its use is associated with risks of simplification, standardization, and the devaluation of art, which requires critical reflection.

The further development of digital art in the context of the active implementation of artificial intelligence should be based on finding a balance between technological capabilities and the preservation of artistic value. An important task is to develop a responsible approach to the use of AI in creative practices, which involves awareness of both its potential and its possible negative consequences.

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LANGUAGE AS A REPRESENTATION OF CULTURAL IDENTITY IN MULTILINGUAL CONTEXTS

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Key words: cultural identity, multilingualism, intercultural communication, linguistic diversity, globalization.

In the context of multilingual communication and the rapid globalization of the modern world, the role of language as a representation of its speakers' cultural identity has become particularly relevant. Language reflects historical experience, social values, traditions, and worldview, thus acting as a form of expression through which culture is preserved and transmitted across generations.