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

Zhuravlova D., Bachelor Student of Culture and Creative Industries Faculty
Kugai K., associate professor of the Department of Philology and Translation
Kyiv National University of Technologies and Design

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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.

This work aims to examine how language functions as a representation of cultural identity in multilingual contexts, analyzing how individuals and communities use multiple languages to construct, express, and negotiate their cultural belonging and values. It also focuses on how multilingual environments influence the preservation and transformation of cultural identity on the international level.

Nowadays, language is increasingly becoming a subject of attention for modern philosophers, linguists, and cultural scientists, since many social and cultural processes are closely connected to it. Language enables people to connect with the outside world and to make information more accessible to a larger audience. It is necessary to understand and explain this connection.

It is widely recognized that this connection is realized through language, which functions as a bridge between the world and culture. The interpretation of language as a cultural phenomenon is grounded in fundamental linguistic research that highlights its essential properties and its capacity to shape national identity and creative expression. In the work of O. Bondarenko [1], it is argued that each language has its own internal structure, which reflects the national portrait and contributes to understanding the uniqueness of its people.

Intercultural communication is a process of communication between representatives of different cultures. This is an interaction in which the speakers with different cultural backgrounds exchange information, experiences, skills, and abilities. A key feature of intercultural communication is the need to apply to many related fields, the primary one being linguistics [3, p. 7]. As a field of study, it covers ways of organizing the world through linguistics and the comparison of communicative behavior across cultures. It focuses on language not only as a form of communication but also as a means of expressing an individual's aspiration to preserve and develop their nation's heritage. The growth of international contacts and the study of foreign languages have increased interest in intercultural communication.

The linguistic situation in Ukraine is largely shaped by the country's cultural and social life. Throughout its history, Ukrainian culture has been diverse, with different traditions and values coexisting within the country. It has influenced the state of the Ukrainian language. In recent years, the use of the Ukrainian language, not only domestically but also at the international level, has become especially important as a symbol of national unity and cultural independence. At the same time, multilingualism remains a part of Ukrainian reality, demonstrating the coexistence of different cultural influences.

Language directly influences a person's character and their belonging to a particular social group or nation. Within this group, language helps people adapt to society's rules and influences their behavior in line with social norms. Due to the vast globalization processes in the modern world, there is also a need to establish international contacts, which involves not only overcoming language barriers but also understanding cultural differences and accepting alternative perspectives, thereby enabling successful communication [2, p. 11].

In the modern world, there is a growing threat of language loss, especially among minority languages. Globalization, migration, and the dominance of widely spoken languages, such as English, contribute to their disappearance. This process can weaken cultural diversity and lead to the loss of unique cultural contributions to international discourse. Therefore, it is important to support and preserve linguistic diversity within multilingual contexts.

Language plays a direct role in reflecting cultural values, social experience, and worldview. At its core, language is a tool for mutual understanding between individuals and for expressing society's social and cultural conditions. In intercultural communication, it is very important to preserve the characteristics of one's culture as reflected in one's nation's language. The native language is essential for preserving cultural heritage. It carries historical memory, folklore, and traditions. Losing a language often leads to the loss of cultural identity, as important elements of culture become forgotten.

In conclusion, language is a powerful representation of cultural identity, particularly in multilingual contexts. It reflects traditions, values, and worldview, shapes individual and collective identity, and plays a vital role in intercultural communication. Preserving native languages is essential for maintaining cultural heritage and ensuring the diversity of human cultures in an increasingly globalized world.

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