

Поступовий перехід України до цифрової економіки тривав і в роки війни. Інтеграція в європейські програми, включаючи «Цифрову Європу», відіграє ключову роль. Інвестиції в цифрові платформи, кібербезпеку та технологічні можливості мають вирішальне значення для успіху.

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THE INFLUENCE OF DIGITALIZATION ON FOREIGN LANGUAGE ACADEMIC AND BUSINESS COMMUNICATION IN THE GLOBAL ECONOMY

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In the 21st century, digitalization has emerged as a transformative force, reshaping nearly every aspect of human interaction. One of its most significant impacts

has been on communication - particularly foreign language communication - in both academic and business contexts. As global economies become increasingly interconnected, the ability to communicate effectively across languages and cultures has never been more essential. Digital tools and platforms now play a central role in facilitating this exchange, bringing both opportunities and challenges to how foreign languages are used, taught, and understood in a rapidly evolving world.

Problem Statement. While digital technologies such as machine translation, video conferencing, and AI-powered tools have significantly enhanced communication across languages, there remain unresolved issues related to accuracy, cultural sensitivity, and equitable access. These challenges risk diminishing motivation for in-depth language learning and may threaten linguistic diversity, particularly in regions with limited technological access.

The aim of this paper is to examine the impact of digitalization on academic and business communication in foreign languages within the context of a globalized economy and to analyse the benefits and challenges brought about by digital technologies in this domain.

Main Results. The rapid development of digital technologies has created a multitude of new tools and resources that facilitate more effective and flexible learning. Automated translators, electronic dictionaries, mobile applications for memorizing vocabulary, interactive tests and video lessons make the process of learning a foreign language more interactive and personalized. In addition, digital tools have significantly expanded the possibilities of intercultural communication. Thanks to video conferencing, chats, online forums and social networks, students can interact with peers and teachers from all over the world. This not only increases the level of foreign language proficiency in real-life communication situations but also forms global linguistic and cultural awareness.

In particular, Georg Rehm, Katrin Marheinecke, Stefanie Hegele and others analyze the impact of artificial intelligence on language technologies in their article. The authors emphasize that AI has the potential to radically improve the efficiency of language systems - automatic translation, speech recognition, speech synthesis, natural

language processing (NLP), etc. Thanks to machine learning and deep learning, LT can adapt to context, cultural features and language variations, which is especially important for multilingual Europe [1].

In the business sphere, the impact of digitalization on foreign language communication is even more pronounced. The rise of remote work and global teams has necessitated effective cross-cultural communication. Multinational companies rely heavily on digital tools such as AI translators, video conferencing with live captioning, and multilingual customer service platforms to bridge language gaps. These tools have significantly reduced the time and cost involved in international communication, enabling small and medium enterprises to participate in global trade. Additionally, digital marketing now routinely involves the localization of content to cater to diverse linguistic and cultural audiences, a practice made scalable and efficient through automation and AI. Many companies are taking advantage of new opportunities to implement their own communication tools, facilitating the rapid and effective exchange of information for a variety of professional needs, regardless of the geographical location of the participants. Video conferencing platforms such as Zoom and Microsoft Teams have become an integral part of modern business operations, allowing for virtual meetings, webinars, and large-scale conferences in real-time [2].

However, digitalization in foreign language communication is not without its drawbacks. The widespread use of machine translation, for instance, can lead to oversimplification or misinterpretation of messages, particularly when dealing with idioms, tone, or cultural nuances. Overreliance on digital tools may also discourage the in-depth study of foreign languages and cultures, potentially eroding linguistic diversity. Furthermore, the digital divide remains a concern, as access to advanced language technologies is uneven across regions, often favouring wealthier nations and speakers of dominant languages.

Conclusion. Digitalization has significantly impacted academic and business communication in foreign languages in a globalized economy. It has opened up new opportunities for more effective language learning, intercultural communication, and professional interaction through technologies such as artificial intelligence, machine

translation, video conferencing, and mobile applications. In business, digital tools help optimize communications, reduce costs, and expand companies' global presence.

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DIGITAL GOVERNANCE AND INTERNATIONAL FINANCIAL ORGANIZATIONS: LEGAL DIMENSIONS OF INNOVATION IN THE PUBLIC SECTOR

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Problem Statement. Nowadays, a global strategy of enhancing the efficiency, transparency, and responsiveness of public administration through the use of modern technologies is called digital transformation. In Ukraine, this process is greatly dominated by the activity of the International Financial Organizations (IFOs), which not only provide financial aid, but also normative and institutional support. Even with