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TRANSLATION STUDIES IN THE DIGITAL AGE OF AI AND PROFESSIONAL TRANSFORMATION

In the modern world, translation studies is undergoing significant changes due to the development of digital technologies and globalisation. More and more attention is paid to traditional translation methods, automated systems, artificial intelligence, and specialised CAT tools. These innovations create additional opportunities and new challenges for translators, forcing us to rethink classical approaches and adapt to new working conditions. Considering how combining traditional knowledge and modern technologies affects translation quality and intercultural communication effectiveness is exciting.

1. Challenges for professional translators.

1.1. *Competing with technology.* Experienced translator Marcus Foti, who is currently the head of the Commission's machine translation department, explains that the introduction of AI saves time (Тартачний, 2023). Automated translation systems pressure professional translators to constantly improve their skills, adapt to new technologies, and develop unique competencies, including cultural expertise. For example, the EU still needs translators, particularly for sensitive tasks. After all, the translator is always primarily responsible for the result of the translation, especially when it comes to important texts.

For urgent speeches, they still prefer people because it is sensitive information that cannot be made public,' comments Sheila Castillo, who leads the MA in Translation at Dublin City University (Тартачний, 2023).

1.2. Ethical considerations. Copyright protection, data privacy, and the ethical use of translation databases are emerging, requiring new standards and norms of professional practice. Artificial intelligence can reproduce itself, but it does not necessarily innovate in the same way as humans. The human mind draws on experience, emotions, culture, and many other factors that AI does not have. The nuance, intuitiveness, and sheer unpredictability of human creativity are difficult, if not impossible, for artificial intelligence to fully emulate (Вакулов, 2023).

1.3. Specialisation. The growing demand for specialised translations in law, medicine, and technology requires translators to have a deep knowledge of specific terminology and context, which makes it difficult to do in general. It is no secret that machine translation is not always accurate and appropriate in a particular context. Translators from the EU emphasise that their daily routine is evolving to include identifying errors and adapting machine-translated texts. In translators' jargon, this is called "post-editing" and is becoming an increasingly important part of the job.

2. Prospects for the development of translation studies.

2.1. Combining traditional and digital translation.

Modern technologies do not replace human translation but rather complement it. Combining classical methods and the latest digital tools helps achieve high-quality translation and increases translator efficiency.

2.2. Development of audiovisual translation.

Given the rapid development of multimedia content, there is a growing need for subtitling, dubbing, and sign language translation. It opens up new opportunities for translators to specialise in adapting video and audio materials for different language audiences.

2.3. Innovations in interpreter training.

Training in this area should consider current trends and new market requirements. The introduction of interactive training programmes, work with digital platforms, and training in artificial intelligence are important aspects of the education of future translators.

2.4. Globalisation and new opportunities in the translation services market.

As international communication becomes increasingly intensive, the demand for professional translation services is growing, especially in the legal, medical, and

technical fields. It creates conditions for expanding cooperation between specialists from different countries and developing new content localisation strategies.

Analyzing current trends in translation studies allows us to conclude that technology development is significantly changing translators' methodology and practical activities. A modern translator must not only master traditional methods but also be able to work with new digital tools, which opens up additional opportunities for the profession's development. Challenges related to automation and globalisation are driving the search for new approaches and the development of modern educational programmes. In general, the future of translation studies looks promising if we effectively combine the human factor with innovative technologies, which will help improve the quality of translation services and strengthen intercultural dialogue.

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GENERATIVE ARTIFICIAL INTELLIGENCE AS A TOOL FOR PERSONALIZED LEARNING

Generative artificial intelligence (AI) is making education better. It helps create personal learning for people who want to work in a world with many languages and cultures. AI tools can make lessons for each user personally, give fast feedback, and make studying fun, especially when learning languages or new skills. Studies show that personalized learning keeps people interested and helps them learn things like words or grammar faster (Wang & Song, 2023, 5). However, not many people use AI yet, and some worry that using it too much makes us stop thinking for ourselves.

AI is great because it fits learning for each person. It can be used to make exercises or texts just for everyone. For example, a study from Oxford says AI can make language tasks that match everyone's hobbies, like sports or music, so people enjoy them