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## **DEVELOPING ONLINE COURSES TAKING INTO ACCOUNT THE CULTURAL CHARACTERISTICS OF AN INTERNATIONAL AUDIENCE**

Developing online courses that take into account the cultural characteristics of an international audience. In today's globalized educational environment, online courses have become an important tool for providing knowledge to a wide audience. However, to ensure the effectiveness of such courses, it is necessary to take into account the cultural characteristics of an international audience.

Adapting educational materials to the cultural and linguistic characteristics of the target audience is a key aspect of a successful online course. This includes translating texts, adapting graphics, audio and video materials, as well as taking into account local traditions and customs. This approach increases student engagement and improves the assimilation of the material (SendPulse UA, 2024).

MOOC provide the opportunity to integrate various cultural aspects into the educational process. The use of Ukrainian platforms, such as Prometheus and EdEra, allows you to take into account the specifics of the national audience, which contributes to more effective teaching of foreign languages and other disciplines (Havrylenko, Kashpur, & Siroshtan, 2023).

The use of modern information and communication technologies (ICT) allows you to create interactive and adaptive educational materials that take into account the cultural characteristics of students. This contributes to the development of language skills and the integration of foreign students into the educational process. (Chernoaliuk, 2022).

Taking into account cultural features when developing online courses is a necessary condition for ensuring their effectiveness and accessibility. This requires an integrated approach that includes content localization, the use of MVOK and the implementation of ICT. Such an approach will ensure high-quality education for an international audience and promote global knowledge exchange

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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).