

insufficient familiarity with language context or cultural differences can lead to inaccuracies or misunderstandings in translation. It is also important to recognize that artificial intelligence remains just a tool, and the human factor in translation remains critical to achieving high-quality results.

Therefore, in an increasingly globalized world, the use of artificial intelligence in translation into foreign languages proves to be extremely important and relevant. With the constant development of technologies and the improvement of algorithms, we have a unique opportunity to facilitate communication and promote understanding between different cultures.

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ON THE WAY TO DIGITAL REVOLUTION: THE PROS AND CONS OF ADVANCED DIGITAL TECHNOLOGIES IN THE 21ST CENTURY

What do a coin and an advanced technology have in common? The answer is there are two sides to both. Let's consider their positive and negative sides.

One of the most evident benefits of technology is that it makes information more readily available and easily accessible to people. This accessibility enables individuals to access education, learn new skills, and search for information on topics such as health, science, history, art, and much more, which ultimately contributes to education and self-education, raises literacy, and broadens our horizons.

In today's digital age, advancements in technology have made it possible for people to connect and communicate with each other seamlessly, irrespective of their geographical location. The emergence of digital technologies has facilitated the exchange of ideas, knowledge, and culture between people from different parts of the world, thereby strengthening the bonds of international cooperation and understanding. Additionally, digital technologies have also contributed to the improvement of business interactions, enabling organizations to conduct their operations efficiently and

effectively. Overall, digital technologies have revolutionized the way we interact with each other, making the world a more connected and accessible place.

Digital technologies create new jobs and stimulate innovation and economic development. They also simplify business processes, automate production, optimize logistics, and help entrepreneurs find new opportunities for growth and development.

Digital technologies have brought about exciting advantages such as creating opportunities for people from diverse socioeconomic backgrounds to climb the social ladder. For instance, people living in less-developed countries can work remotely for companies in the USA, Canada, the UK, or Japan and earn salaries comparable to those in leading countries. Thanks to digital technologies, everybody now has equal educational opportunities, leading to a steady rise in the middle class across the globe.

In medicine these technologies are making a significant contribution to improving healthcare, as they provide more accurate diagnosis and treatment, improve patients' health monitoring, simplify interaction between doctors and patients, and facilitate the development of new medical technologies and medicines.

But now, let's turn our coin over to see the other side. Artificial Intelligence (AI) has been created as a tool to perform tasks that typically require human intelligence and has become our indispensable assistant in solving any problem at school, university, or work. We entirely rely on digital technologies, but do we always use them to our benefit?

With the advent of advanced digital technologies, there is growing concern that people are using them for consumption rather than learning. While these technologies may provide temporary satisfaction by offering challenges and fulfillment, they can also consume large amounts of our time, stealing away hours and days of our lives.

Another concern is a growing tendency for people to socialize and communicate through digital devices rather than keep real-life contacts. A worrying number of people no longer see the point in meeting up and communicating face to face - why if they can just text or call? It has taken humans over millennia to evolve to a high level of socialization, so being deprived of keeping social contact affects them in all sorts of negative ways, the consequences of which we are just beginning to realize.

Another example is digital media. Downloading and playing digital media has become remarkably easy, making it difficult to enforce copyright laws, which has presented a challenge for the music and film industries.

Digital technologies provide users with ample opportunities to hide their identities, which research shows leads to increased antisocial behavior.

Last but not least, it is worth mentioning countless resources spent on producing materials and components necessary for digital technologies. In a sense, we begin to eat our own tails because the resources of the Earth are finite, while human desires are not.

To sum it up, we see that everything, including advanced technologies, has two sides of the coin. Digital technology is just a tool, but whether it is for our good or harm depends on who will use it and what it will be applied to.

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ENGLISH AS THE LINGUA FRANCA OF LOGISTICS

In the interconnected world of today, global trade thrives on smooth logistics operations. To facilitate communication and collaboration across diverse cultures and nationalities within this complex ecosystem, English has emerged as the dominant lingua franca of logistics.

A lingua franca serves as a standardized means of communication among individuals who do not speak the same native language, especially when it acts as a third language independent of the participants' mother tongues [3].

The adoption of English as the lingua franca facilitates seamless interaction among stakeholders from diverse linguistic backgrounds, enhancing efficiency and cooperation in global supply chains. From coordinating transportation and warehousing to managing inventory and distribution, proficiency in English is essential for effective communication, documentation, and negotiation across international borders. As logistics operations increasingly transcend geographical boundaries, English proficiency remains paramount for fostering