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THE IMPACT OF DIGITALIZATION ON THE DEVELOPMENT OF LANGUAGE AND COMMUNICATION SKILLS

The fast-paced development of digital technology has had a profound impact on various aspects of our daily lives, including the way people communicate. The urgent need for modern digital platforms and tools has contributed to the emergence of new forms of communication and transformed traditional linguistic practices. The impact of digitalization on language is a complex and many-sided phenomenon that requires full awareness and understanding of sociolinguistic perspectives. To be more aware of the topic, it is necessary to understand clearly the meaning of the term "digitalization".

If by "digitization" we mean the process of digital enablement, the term "digitalization" denotes "the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business" [1]. The term had its roots in the sphere of business but soon it got a wide implementation in different areas, where technology could be applied. Education was not an exception and in contrast, it became a major consumer of it.

Sociolinguistics is the study of language in relation to society, culture, and social contexts. From this perspective, language is not a static and isolated system, but rather a dynamic and constantly evolving aspect of human communication that is shaped by social, cultural, and historical factors. The study of the impact of digitalization on language from a sociolinguistic perspective seeks to understand how digital technology has influenced and changed the way we use language for communication purposes. Thus, it will allow us to investigate the possibility to broaden social and cultural trends using digital tools.

It is imperative to recognize the significance of digitalization for linguistic research but also for language teaching and studying. Language education needs to take into account the impact of digitalization on language, in order to ensure that learners are equipped with the linguistic skills and knowledge needed to thrive in the digital age. Therefore, this thesis aims to explore the impact of digitalization on language from a

sociolinguistic perspective, examining the ways in which digital technology has influenced language use and language change, and highlighting the implications of these changes for language policy and education.

The impact of digitalization on language can be seen in various aspects of language use, such as syntax, vocabulary, and discourse. The use of digital platforms and tools such as Kahoot!, Padlet, Google Classroom, YouTube, Nearpod, Quizizz, Mentimeter, Quizlet, GOOGLE FORMS and CLASSTIME have given rise to new linguistic practices, Moreover, the digitalization of language has also led to changes in traditional linguistic teaching and studying practices. Moreover, the impact of digitalization on language variation and change is evident, as online communication has facilitated the spread of new linguistic features and influenced the evolution of language over time.

The relationship between language usage and digitalization has been the subject of much research in recent years. Scholars from various fields, including linguistics, sociology, communication, and computer science, have investigated the impact of digital technology on language from different perspectives. The results of these studies definitely claim the positive effect of digitalization on the process of language acquisition. These data confirm the necessity to adopt modern digital technology in the educational process very quickly and effectively. The graduates should be equipped with new language skills that allow them to achieve their professional goals in the most productive way.

Blommaert, J. (2017) have examined the impact of digital technology on language policy and planning, as well as the implications of digital technology for linguistic diversity and minority languages [2].

The results of the study carried by Saif Alneyadi, Enas Abulibdeh *et al.* (2023) confirmed the fact that digital environment plays significant positive emphasis on the students' performance in literacy skills, reading, and writing. "It is recommended that students' needs and learning styles be met by shifting towards a digital environment, but gradually and cautiously" [3].

Zaitul Azma Zainon Hamzah, Kamariah Kamarudin*et al.* (2020) in their scientific article described the background of the division of modern generations of people into Generation X and generation Y and mentioned that "digital technology contributes to creating a generation gap when there are differences in language and communication, differences in age and personality, openness, level of education and life experience between Generations X and Y [4].

Geng et al. (2019) found out that students who are self-directed and share positive attitudes toward technology-based learning are consequently more motivated in adopting online learning strategies and achieving their learning goals [5].

The results of the research conducted by Bećirović, S., et al. (2021) allowed them to conclude that "the participants' experience with technology-based language learning (TBL) is rather positive and that teachers have an important role in technology-based foreign language learning, indicating insignifcant gender and EFL GPA differences but signifcant grade level diferences on the combined dependent variables of teacher's support"[6].

The exponential advancement of digital technology has transformed language use and changed traditional linguistic practices, giving rise to new linguistic practices. The impact of digitalization on language is complex and multifaceted and requires a sociolinguistic perspective to understand fully. During the last two decades, we can observe significant developments in research on language and digitalization, with a growing focus on social media, language teaching and learning, language change and variation, and the ethical and social implications of digitalization for language use. To ensure learners are equipped with the linguistic skills and knowledge needed to thrive in the digital age, language education and policy must consider the impact of digitalization on language. Further research is necessary to fully comprehend the relationship between language and digitalization.

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ДОСЛІДЖЕННЯ ВПЛИВУ ПАРАМЕТРІВ ДРУКУ КОРДОНІВ З ЖАРОМІЦНОГО СПЛАВУ INCONEL 718 ЗА ТЕХНОЛОГІЄЮ СЛП

Застосування сучасної технології СЛП дозволить суттєво скоротити час виготовлення та реалізувати складну геометрію, що вимагає значних ресурсів при виготовленні за традиційними технологіями, а в деяких випадках неможливе (криволінійні внутрішні канали, замкнуті внутрішні порожнечі).

Встановлено раціональні значення основних параметрів виготовлення металовиробів/деталей за технологією селективного лазерного плавлення з