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MANIFESTATION OF ECO-STYLE IN LANDSCAPE DESIGN

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The article deals with the influence of eco-style on landscape design. Eco-style is a way to create a garden that is as natural as possible, but according to a specific scenario of a landscape architect. The creator of this trend is the Dutch designer Piet Oudolf. He considered the English garden too boring. Oudolf wanted to see it free and living its own life, as close to nature as possible [2]. He was not afraid to bring something new, placing accents in landscape design differently. First, he selected shapes and textures, then decided on the color scheme. Other European designers joined this trend in landscape art.

The natural style in landscape design has several important characteristics, like natural fragments and relief, human intervention, the use of wooden material, uniform smooth transitions and others. Eco style in landscape design is usually created in pastel colors with small splashes of bright accents. The most typical materials used in it are logs, gravel, bark or tree cuts and bricks.

Several scholars discuss different myths about eco-style. There is an opinion that this is a garden "for the lazy", a garden that "grows by itself" and does not require attention and care. Well, this is a misconception. Modern landscape design, no matter what style it is, needs professional care. New features and functional areas can appear in it.

Some scholars speak about pros and cons of this style. They say that eco-style is versatile: it is suitable for plots of any size, shape and terrain; it does not require large investments for the purchase of elite varieties or decorative materials and it is natural aesthetic. Plants do not need to be frequently trimmed, weeded, fertilized and watered and in eco-style are used only natural materials and organic fertilizers. But it is difficult to find a balance between the harmony and chaos of the natural landscape, you need for careful selection of companion plants for their harmonious development [1].

In this work we have considered eco-style in landscape design and came to the conclusion that eco-style may seem extremely easy, but it is not. There is no general template for creating eco-design, each specific area of the terrain requires an individual approach and analysis of its unique relief. If you correctly perform the design in eco-style, then such a garden will grow and develop independently, without requiring much effort from a person.

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THE ART OF ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON MASS CULTURE

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This article deals with the influence of artificial intelligence (AI) on the creative environment, its advantages and disadvantages, forms of its use, and the reasons for the popularity of AI in design. We have also studied the top famous design companies that use AI.

It's necessary to start with the definition of AI. Artificial intelligence (AI) is a technology that enables machines to imitate human cognitive functions. New digital technologies, in particular artificial intelligence, are radically changing the nature of not only traditional technical professions, but have also penetrated into the artistic environment [1, p. 41].

Some scholars speak about its advantages and disadvantages. For example, Bartashevich A.P., Mileeva E.S. see AI as a threat. Other scholars are more optimistic about its role, calling it only an assistant who will take on all the mundane tasks and allow designers to realize their creative potential. They assume that AI makes a designer's life easier, as it allows them to focus on the bigger picture. AI does a lot of the heavy lifting, freeing designers' minds from unnecessary routine. Another advantage of AI is its speed. It optimizes the workflow by analyzing large amounts of data and suggesting solutions from which the designer can then select the appropriate ones. Moreover, AI can analyze a large array of data, which reduces the time for finding new ideas.

What concerns disadvantages, the scholars speak about its limited creative potential of algorithms for solving a particular problem, since it works on the basis of pre-set algorithms and rules. Insufficient accuracy and insufficient flexibility are noticeable in those tasks that require a quick response to changes and design refinement. In this case, the participation of a specialist may be required.

But in spite of all cons there are several companies that use AI technologies. Among them are Coca-Cola, Sberbank, Amazon, Facebook, Apple, IBM, Google and many others. For example, in 2020, Sberbank launched a pre-New Year advertisement with Georges Miloslavsky, the hero of the beloved Soviet comedy "Ivan Vasilyevich Changes Profession", who was "revived" with the help of artificial intelligence technologies. Coca-Cola actively uses augmented reality in promotions and charity events, and also creates applications with this technology to advertise new cola flavors [2, p.1].

We can conclude that the active use of AI by large companies affects its distribution and popularity. It also helps to make advertising brighter and more interesting, which proves the usefulness and convenience of AI.

The main conclusions of the article converge on the fact that the influence of AI on culture is complex and multifaceted. In some areas, AI is so ideal that questions arise about the