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THE ART OF ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON MASS CULTURE

Yurchik K. O., student,

Buyevich A. A., Candidate of Philological Sciences, Associate Professor

Vitebsk State Technological University, Vitebsk, Republic of Belarus

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

ability to completely replace a person with artificial intelligence. But AI also has its drawbacks. As we continue to develop and deploy AI systems, it is important to be aware of the potential negative consequences. We should also consider the ethical, philosophical, and literary aspects of AI, as it is not only a technological advancement, but also a cultural and social one.

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ЛЕКСИКО-СЕМАНТИЧЕСКИЕ ИЗМЕНЕНИЯ ПРИ ПЕРЕВОДЕ БРИТАНСКОЙ РАЗГОВОРНОЙ РЕЧИ НА ПРИМЕРЕ СЕРИАЛА ВВС «ШЕРЛОК»

Касьянова Е. А., студ., Бурдыко О. В., ст. преп.

*Витебский государственный технологический университет,
г. Витебск, Республика Беларусь*

Целью нашего исследования является выявление трансформаций, обусловленных культурными, прагматическими и структурными различиями между английским и русским языками на материале телевизионного сериала ВВС «Шерлок».

В аудиовизуальном переводе телесериала «Шерлок» от ВВС чаще всего теряются различные элементы – языковая игра, интертекстуальные отсылки, нюансы интонации. Эти утраты, как правило, не влияют критически на восприятие основного сюжета. Однако в произведениях с высокой степенью семантической плотности, где значимым оказывается каждый языковой уровень – от лексики до грамматики, – подобные потери становятся системными. В таких случаях перевод может существенно изменить интерпретацию персонажей и событий, а в ряде эпизодов – трансформировать смысл произведения в целом.

Инвективная лексика – оскорбительные, грубые или экспрессивно сниженные выражения – является неотъемлемым элементом разговорной речи, особенно в произведениях, отражающих живую устную коммуникацию. В сериале «Шерлок» подобные языковые средства встречаются с определённой регулярностью. Однако при переводе на русский язык экспрессивность подобных выражений зачастую смягчается или нивелируется. Так, например, при использовании идиоматических выражений переводчики полностью опускают слова, заменяя фразы на русскоязычный аналог, тем самым устраняя экспрессивный компонент оригинала.

В сериале «Шерлок» неоднократно используется инвектива «bastard», обладающая грубым и оскорбительным значением в английском языке. Однако в русском переводе