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FEATURES OF PROFESSIONAL DEVELOPMENT OF PERSONNEL IN GLOBALIZATION AND INTERCULTURAL INTEGRATION

The globalization of world processes significantly increases the influence of international markets on the formation of requirements for the professional skills of personnel, requires employees to understand different cultures, languages and traditions. Developmental features include intercultural communication skills, the ability to work in different cultural environments, and adaptation to different standards. Intercultural competence is a set of knowledge, skills, and abilities necessary to successfully interact with members of other cultures. It is the ability to effectively perceive, understand, and interact with people who have different cultural and social views, values, norms of behavior, and ways of communicating.

Intercultural competence includes understanding cultural differences and the ability to adapt to them, avoid stereotypes and prevent conflicts, thereby promoting

favorable and effective interaction between members of different cultures. Key aspects of intercultural competence are manifested through the understanding that there are different cultural norms, values, traditions, and ways of perceiving the world that influence the development of professional skills. The ability to communicate effectively with representatives of other cultures, including the ability to listen, understand and take into account the cultural characteristics of communication, allows you to significantly expand the opportunities for mastering new tools for developing competencies.

Intercultural competence is key in both personal and professional life in the context of globalization and the growth of cultural diversity. It helps to build strong and mutually beneficial relationships between people of different cultures and contributes to the development of a global community.

Fluency in foreign languages is of particular importance for the professional development of corporate personnel. Global companies require their staff to be proficient in English and other languages. Developing language skills is key to a successful career in a globalized world. Knowledge of foreign languages is of great importance for professional development in today's world with a variety of social, economic and cultural challenges. Knowledge of a foreign language allows you to freely communicate with clients and partners of international companies, as well as effectively exchange experience and official information with colleagues from other countries. In addition, foreign language specialists significantly expand opportunities for professional development, gaining access to a wide range of educational programs and professional trainings in the global market for professional development.

The global market is changing rapidly. Staff must be ready for change, be able to adapt to new conditions and challenges. Thanks to globalization, employees can

communicate virtually with colleagues from other countries. It is important to develop virtual communication and collaboration skills.

The development of virtual communications plays a key role in improving professional skills in today's world. With the rise of digital technology and the growing importance of remote work, the ability to communicate and collaborate effectively in an online environment is becoming increasingly important. Participating in webinars and virtual conferences allows you to gain access to experts and new information in your industry. It helps to expand your knowledge, learn new techniques, and improve your skills. A large number of online resources offer courses and trainings on a variety of topics. These can include learning new technologies, developing soft skills, project management etc..

Social media and professional platforms such as LinkedIn provide opportunities to connect with colleagues, experts, and potential employers. They help you grow your professional network and learn about new opportunities to learn and develop your skills. Using email, live chats, video conferencing platforms, and other tools allows you to communicate effectively with colleagues, clients, and partners regardless of their location.

The development of virtual communications helps to increase work efficiency, develop new skills and promote professional growth in today's digital environment. It is important to be open to the use of new technologies and actively use them for your own development.

An important factor in the development of personnel in the context of globalization is the understanding of the legal systems of different countries and interstate associations. Global companies operate in a variety of legal environments, following the legal systems of individual countries. Staff must understand the different legal systems and legal requirements of individual countries.

Globalization and intercultural integration create new opportunities and challenges for the development of personnel and corporations. Corporations that want to remain competitive in global markets and develop successfully need to adapt their personnel development programs to new realities and encourage their employees to use modern development tools.

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GRAPHIC DESIGN AND MEDIA ARTS: BLENDING CREATIVITY WITH TECHNOLOGY

Graphic design and media arts are dynamic fields that sit at the intersection of creativity and technology. In an increasingly visual world, their impact is felt everywhere, from advertising and branding to web design and film production. Let's explore how these disciplines come together to shape our visual experiences.

The Artistic Foundation

At the core of graphic design and media arts is a deep appreciation for aesthetics and visual communication. Graphic designers are visual storytellers, using elements like color, typography, and shapes to convey messages, evoke emotions, and create memorable experiences. Meanwhile, media artists harness the power of various mediums such as photography, illustration, and animation to express ideas and concepts.

Technology as the Enabler

Technology is the engine that propels these fields forward. Design softwares like Adobe Photoshop and Illustrator have become the toolkit of choice for graphic