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AI-DRIVEN TOOLS AND DIGITAL PLATFORMS AS A CATALYST FOR PROFESSIONAL COMMUNICATION SKILLS IN IT STUDENTS

The integration of artificial intelligence (AI) and digital platforms into higher education has reshaped the development of professional communication skills, particularly among IT students. This paper explores how AI-driven tools and collaborative digital environments enhance communication competence, foster intercultural interaction, and simulate real-world professional contexts. The study also includes a brief analysis of widely used platforms and tools in IT education. The findings demonstrate that AI technologies significantly contribute to adaptive learning, real-time feedback, and the formation of professional communication strategies. However, challenges such as overreliance on AI and ethical considerations remain critical.

In the context of globalization and digital transformation, professional communication has become a core competence for IT specialists. Modern IT professionals are expected not only to possess strong technical skills but also to effectively communicate in multilingual and multicultural environments.

The rapid development of AI technologies has significantly influenced educational practices. AI-driven tools and digital platforms provide innovative opportunities for developing communication skills through interactive, personalized, and practice-oriented learning environments.

The aim of this study is to analyze the role of AI-based tools and digital platforms in enhancing professional communication skills among IT students and to examine their practical application in higher education.

AI is increasingly integrated into educational systems, particularly through intelligent tutoring systems, automated feedback tools, and conversational agents. These technologies enable personalized learning experiences and support the development of both linguistic and professional competencies.

AI-based educational systems can simulate real-life communication scenarios, allowing students to engage in professional dialogues, technical discussions, and collaborative problem-solving tasks. For instance, AI chatbots can provide instant feedback, assist in writing technical documentation, and help students practice domain-specific communication (Son; Ružić; Philpott, 2023).

Research shows that AI-powered tools enhance problem-solving, adaptive learning, and engagement among students, particularly in programming education. Additionally, tools like AI coding assistants support communication through code explanation and collaborative development processes.

Digital platforms play a crucial role in shaping professional communication skills by providing authentic environments for interaction. Among the most widely used platforms in IT education are collaborative tools, version control systems, and communication applications (Bećirović; Brdarević-Čeljo; Delić, 2021).

For example, platforms such as *GitHub* enable students to communicate through issues, pull requests, and documentation, fostering knowledge sharing and collaborative problem-solving. These platforms create multiple communication channels that reflect real-world software development practices.

Similarly, communication tools like *Slack* and *Microsoft Teams* are increasingly integrated into educational settings. Studies indicate that such platforms enhance student engagement and facilitate continuous interaction between learners and instructors (Menzies; Zarb, 2020).

Digital learning environments also include discussion forums, real-time chat tools, and collaborative platforms, which support synchronous and asynchronous communication. These technologies help students develop clarity, precision, and adaptability in professional communication contexts.

To better understand the practical impact of AI and digital platforms, a qualitative analysis of commonly used tools was conducted. The tools were categorized into three

main groups: AI-driven communication tools, collaborative platforms, and programming support systems.

1. AI-Driven Communication Tools

AI tools such as *ChatGPT*, *Gemini*, and *Claude* are widely used for:

- generating and editing technical texts;
- simulating professional conversations;
- explaining complex concepts;
- improving academic and professional writing.

These tools provide instant feedback and support multilingual communication, which is particularly important in international IT environments.

2. Collaborative Platforms

Platforms such as *GitHub, Slack*, and *Discord* facilitate:

- teamwork and project-based communication;
- version control and documentation;
- asynchronous and synchronous interaction;
- development of professional communication norms.

The use of *Slack* in educational contexts demonstrates that students gain experience with tools commonly used in industry, bridging the gap between academic and professional environments (Papathoma, 2022, 570).

3. AI Coding Assistants

Tools like *GitHub, Copilot* and similar AI assistants:

- support code generation and debugging;
- explain code logic;
- enhance communication within development teams;
- foster collaborative coding practices.

Research confirms that students actively use features such as code generation and chat-based explanations, which influence both technical and communicative skills (Vaithilingam; Hicks, 2025).

The integration of AI-driven tools and digital platforms significantly enhances professional communication skills among IT students. These technologies provide:

1) Personalization: adaptive learning paths tailored to individual needs;
2) Immediate feedback: real-time correction and suggestions;

3) Authenticity: simulation of real-world professional communication;

4) Interactivity: increased engagement and participation.

However, several challenges must be addressed. Overreliance on AI tools may reduce critical thinking and independent problem-solving skills. Ethical concerns, including academic integrity and data privacy, also require careful consideration.

Therefore, educators must adopt a balanced approach, integrating AI tools while maintaining pedagogical control and fostering critical digital literacy.

AI-driven tools and digital platforms have become essential components of modern IT education. They act as powerful catalysts for developing professional communication skills by providing interactive, adaptive, and practice-oriented learning environments. The study confirms that the effective integration of these technologies enhances students' readiness for participation in global professional communities. At the same time, the role of educators remains crucial in ensuring the responsible and meaningful use of AI. Future research should focus on empirical studies measuring the long-term impact of AI tools on communication competence and professional development.

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THE ADAPTATION OF HUMOR IN FILM AUDIOVISUAL WORKS

Audiovisual translation (AVT) plays a significant role in the global distribution of films and TV series, enabling communication across linguistic and cultural boundaries. Audiovisual Translation is an "umbrella term" for media, multimedia, and screen translation, involving the complex transfer of verbal components within a polysemiotic environment where they interact with visual and acoustic codes (López González, 2017, 280). This multimodal nature makes AVT particularly complex, especially when it comes to translating humor. Humor is often culturally bound and relies on linguistic features such as wordplay, as well as on contextual and visual elements. For this reason, it becomes one of the most difficult aspects to render in another language. The objective of this study is to investigate how humor is adapted in films and TV series and what strategies are used to preserve its communicative and entertaining effect.

In AVT, translators apply a variety of strategies to deal with humor, depending on its type and context. Literal translation may be used when humor is universal and does not depend on culture-specific elements. Literal Translation: Generally, only effective when the humor is universal. It carries a significant risk of weakening or "killing" the joke if the linguistic or cultural contexts do not align (Bucaria, 2017, 436). A more effective approach is localization, which involves adapting the joke to the cultural background of the target audience. Localization (Cultural Adaptation): A central