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## **MANAGEMENT OF RESEARCH STUDIES IN PHILOLOGY**

Research management in philology requires effective planning, coordination and implementation of research projects, taking into account the specifics of this discipline [1, 2]. It is important to consider both traditional research methods in the humanities and the integration of modern technologies such as digital linguistics, text analysis using artificial intelligence and big data [3].

Here are some key aspects of research management in philology:

### **1. Research planning**

- **Definition of goals and objectives:** Research in philology should begin with a clear formulation of the scientific problem, a study of the literature on the topic and the formulation of research questions. These goals may concern the study of linguistic processes, texts, literary works or cultural aspects through language.

- **Research methods:** Philology includes both traditional qualitative methods (text analysis, historical and philological approaches, comparative studies) and modern quantitative methods (corpus analysis, linguistic modeling, statistical data analysis).

### **2. Integration of modern technologies**

- **Digital linguistics:** This is a field that uses computer technology to analyze language data. Digital text corpora, programs for automatic text analysis, and linguistic software help researchers work with large volumes of data.

- **Use of Big Data and Data Mining:** Modern philologists increasingly turn to big data to analyze huge corpora of texts, both literary and oral. Data Mining allows you to find hidden patterns in texts and automate the process of their analysis.

- **Artificial intelligence and machine learning:** The use of AI, for example in the field of natural language processing (NLP), helps automate text processing and conduct deeper data analysis, including the analysis of semantics, syntax, and style of texts.

### **3. Project Management**

- **Team Organization:** It is important to assemble a research team that includes specialists in different aspects of philology and technical aspects if digital technologies are planned. Specialists may include linguists, literary scholars, cultural scientists, as well as programmers and data specialists.

- **Funding and Resources:** Scientific research requires adequate funding, especially when using new technologies and acquiring access to large data corpora or specialized software.

- **Time Management:** Research projects should be structured in time with clear deadlines at each stage, including data collection, analysis, and writing the final report or article.

### **4. Publication and Dissemination of Results**

- Scientific Publications: The results of philological research are often published in scientific journals or presented at conferences. It is important to choose the right publication venues that target the scientific community involved in linguistics or literary studies.

- Digital Publishing and Open Data: With the rise of open access, many philologists choose to publish their research in open journals or make their text corpora and analytical results available to other researchers.

#### 5. Ethics in Research

- Copyright and Data Use: It is important to consider the rights of text authors, especially when working with large text data. Researchers must comply with citation and copyright rules, as well as the rules for working with public and private data.

- Ethical Aspects of Digital Philology: When analyzing texts using machine learning, it is important to consider that automation of analysis can lead to data distortion or misinterpretations.

#### 6. Innovative Approaches to Research

- Genetic algorithms and deep machine learning are increasingly used to model and analyze linguistic data. These methods allow us to process and analyze large text arrays, discover hidden semantic relationships, and predict changes in language.

- Multimodal research: Modern technologies also allow research that includes the analysis of both texts and other media (images, video, audio), which opens up new horizons for interdisciplinary research.

Research management in philology requires flexibility and an innovative approach. Modern technologies such as Big Data, machine learning and digital linguistics play an important role. Effective planning, team coordination and the use of up-to-date methodological approaches help to achieve significant scientific results that will be in demand in the scientific community.

### References

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