

translation process, human expertise remains essential for ensuring accuracy and cultural appropriateness.

In conclusion, subtitle localization is a complex and multifaceted process that goes beyond simple translation. It involves linguistic, cultural, and technical challenges that require specialized skills and strategies. Despite these challenges, subtitle localization plays a crucial role in making films accessible to global audiences. As the demand for audiovisual content continues to grow, the importance of high-quality subtitle localization will only increase.

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Sofiia Dziubyk

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

Kseniia Kugai

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

SHAPING THE DIGITAL SOCIETY: CHALLENGES, RISKS, AND OPPORTUNITIES

Digitalization is one of the defining trends of the 21st century, fundamentally transforming the structure and functioning of modern society. It encompasses the integration of information and communication technologies into all spheres of human

activity, including the economy, education, governance, and social interaction. In contemporary conditions, digitalization is not merely a technological process but a complex socio-economic phenomenon that reshapes traditional models of communication, production, and decision-making.

The relevance of this topic lies in the fact that digitalization creates both new opportunities for societal development and significant challenges. It contributes to increased efficiency, accessibility, and innovation, while also raising concerns related to digital inequality, cybersecurity, ethical issues, and labor market transformation. Therefore, the study of digitalization and its impact on society is of considerable scientific and practical importance.

From an economic perspective, digitalization plays a crucial role in shaping the digital economy, where data and information become key production factors. It automates business processes, reduces operational costs, and enhances productivity. Moreover, digital technologies stimulate the emergence of new business models, such as platform-based economies, e-commerce, and digital services. Companies increasingly rely on big data analytics, artificial intelligence, and cloud computing to remain competitive in the global market (Хаустова, 2023).

In recent years, digital transformation has become a strategic priority in Ukraine. The development of digital public services, including online administrative platforms and electronic identification systems, has significantly improved access to government services. These initiatives contribute to increased transparency, reduced corruption risks, and more efficient interaction between citizens and the state. Digital tools have also played a crucial role during crises, particularly during the COVID-19 pandemic and in wartime, ensuring the continuity of public services and communication.

The social impact of digitalization is equally significant. It has transformed communication patterns, making interactions faster, more accessible, and global. Social networks, messaging platforms, and digital media have become primary channels of

information exchange. At the same time, digitalization has expanded access to education through online learning platforms, distance courses, and virtual classrooms, creating new opportunities for lifelong learning and professional development.

However, these transformations are accompanied by serious social challenges. One of the most pressing issues is digital inequality, the unequal access to digital technologies and skills across different social groups. Factors such as income level, geographic location, age, and education influence the ability to benefit from digitalization. As a result, certain groups may be excluded from the digital economy and social participation (Ничкало, Лук'янова, & Овчарук, 2024).

Another important issue is society's growing dependence on digital technologies. While they increase efficiency and convenience, they also create new vulnerabilities. Cybersecurity has become a critical concern, as cyberattacks, data breaches, and digital fraud are becoming more frequent and sophisticated. Both individuals and institutions face risks related to the protection of personal and sensitive information.

In addition, digitalization raises ethical and legal questions. The widespread use of artificial intelligence and automated systems requires careful regulation to prevent discrimination, bias, and misuse of data. The issue of personal data protection is particularly important, as digital platforms collect and process vast amounts of user information. Ensuring privacy and data security is essential for maintaining public trust in digital systems.

Digitalization also significantly affects the labor market. Automation and technological innovation are transforming traditional employment structures, leading to the disappearance of some jobs while creating new ones. Machines increasingly perform routine and manual tasks, while demand for highly skilled professionals in IT, data analysis, and digital management grows. This shift requires adapting the education system and developing digital competencies continuously among the workforce (Гриценко & Бурлай, 2020).

At the same time, digitalization creates opportunities for flexible employment, including remote work, freelancing, and participation in the global labor market. It is particularly relevant in the context of globalization and increasing labor mobility. However, it also raises issues related to job security, labor rights, and social protection.

The role of digitalization in public administration deserves special attention. The development of e-government enhances the transparency, accountability, and efficiency of public institutions. Digital tools enable citizens to access services online, participate in decision-making processes, and interact with authorities more effectively. According to researchers, digital technologies contribute to the modernization of governance systems and strengthen democratic processes (Сіленко, 2025).

In the Ukrainian context, digitalization is closely linked to European integration and the implementation of international standards. The development of digital infrastructure, improvement of legislative frameworks, and support for innovation are essential for ensuring sustainable development. Government initiatives aimed at promoting digital literacy and supporting technological entrepreneurship also play an important role.

Despite numerous advantages, the process of digitalization must be carefully managed to minimize its negative effects. It requires a comprehensive approach that includes technological development, regulatory frameworks, education, and social policies. Ensuring equal access to digital resources, protecting data, and addressing ethical concerns are key priorities.

Thus, digitalization is a complex and multifaceted process that significantly influences all aspects of modern society. It opens new opportunities for economic growth, social development, and improved quality of life, while also presenting serious challenges. A balanced approach to digital transformation, grounded in inclusiveness, security, and sustainability, is essential to maximizing its benefits and minimizing risks.

Only under such conditions can digitalization become a driving force for the progressive development of society.

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Svitlana Fedorenko

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

EDUTAINMENT: ORIGIN, CONCEPTUAL NATURE, AND CONTEMPORARY TRANSFORMATIONS

In the era of information technology, when a substantial share of knowledge and nearly all spheres of human life, including interpersonal communication, have shifted online, many educational concepts formed decades or even centuries ago are being reconsidered. One of the most significant among them is the idea of lifelong learning.

Although its philosophical roots can be traced to ancient thinkers such as Plato, Socrates, and Aristotle, the concept acquired its modern, systematic form in the second half of the twentieth century. In particular, in 1968, under the auspices of UNESCO, lifelong education was articulated as a continuous, structured process extending throughout an individual's life. Its core premise is that individuals must constantly expand their knowledge, develop skills, and adapt to an evolving socio-technological environment. The advancement of this idea stimulated the emergence of new educational and technological approaches aimed at its practical realization. One of the