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## **ЦИФРОВИЗАЦИЯ КАК ИННОВАЦИОННАЯ ТЕХНОЛОГИЯ В ИСКУССТВЕ**

***Аннотация.** Статья исследует влияние цифровизации на искусство. Рассматриваются трансформация творчества, появление цифровых форм искусства и виртуального доступа к культуре. Отмечены положительные аспекты и проблемы цифрового неравенства.*

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## **DIGITALIZATION AS AN INNOVATIVE TECHNOLOGY IN ART**

***Abstract.** The article examines the impact of digitalization on art. It explores the transformation of creative processes, the emergence of digital art forms, and virtual access to cultural objects. Both positive aspects and challenges of digital inequality are noted.*

Nowadays we can't imagine our world without modern technologies and their rapid development. All that seemed to be fantastic yesterday today has become a part. The modern world cannot be imagined without the rapid development of technology. What seemed fantastic yesterday is now part of our daily lives. Innovative technologies, automation is not just about improving existing solutions. It's fundamentally new approaches, products and services that radically change the economy, society and human way of life.

Among all kinds of innovative technologies, we can highlight artificial intelligence, machine learning, biotechnology, genetic engineering, decentralization, green and sustainable technologies. Artificial intelligence is the engine of digitalization, which results are innovative technologies. All these things "captured" the world. Everywhere you look, there are numbers, computers, technologies.

The digital transformation of society is a giant revolution in different spheres of production, business and medicine, domestic life and education, economics and communication. It implies the introduction of new tools, technological change, qualitative change in social life of society. Digitalization, technologization, informatization have been used at the stage

of production or broadcasting of cultural and artistic content since their introduction too [1].

Over the years, the way of production has changed (from elitist to mass), distribution channels. It means that televisions, radio, cinemas have been replaced by social media and Internet platforms. Of course, convenience and accessibility have become paramount, but the digital transformation in culture has been able to reduce the role of the human being to some extent. "I'm an artist", - says someone. But do you really take the brush in your hands? Do you really spend hours trying to paint just a tree? Or are you an artist because with digital transformation new digital art forms have come: digital painting, CGI graphics, interactive installations. Of course it's difficult too, but it depends.

First, nowadays for example to become a great musician, you don't have to get a musical education. This is due to the fact that the threshold of entry into creative professions has fallen sharply. Now you don't have to be a professional piano player to write music, you don't have to have an expensive studio to record a song because you can do it with artificial intelligence.

Second, the digital transformation of cultural society has made distance between cities and countries unimportant, because everything can be done remotely. If you can't visit the Louvre in the heart of picturesque Paris, no problem, with access to the Internet the Louvre and other important places can be visited through virtual tours, just a couple of clicks on your mobile phone screen and you'll end up in the Grand Canyon or Hermitage. This means that augmented and virtual reality is fully capable of animating the exhibits or, for example, to transport a person into an atmosphere of the past [2].

Third, new forms of art have emerged. It turned out that the paintings created by the artist's brush were replaced with works created with the help of artificial intelligence. There is digital art, network art, interactive installations, video blogging. It seems that you can just use the computer to create some 3D model, but in fact here and learn. Although artificial intelligence allows for the rapid creation of various works of art, a real masterpiece in a fast-developing world is quite difficult to create [3].

Despite the positive impact of digital transformation, it creates digital inequality. This means that there is a gap between those who have access to innovative technologies and know how to use them, and those who do not have access to the Internet. Moreover, the prospects include further development of new artistic directions, where digital technologies will become an integral part of the creative process.

In an ever-changing world, the digital transformation of society in all spheres of society, including culture, is inevitable. Gradually it becomes an irreversible and revolutionary process. Its key achievements are the democratization of access and production, the emergence of online communities and new forms of art. The prospects for development are related to the integration of artificial intelligence into the creative process and the decentralization of cultural institutions. But the task of humanity is not only to create breakthrough technologies, but also to learn how to use them for good, minimizing possible risks. The future is being created today, and it is up to us to choose what it will be.

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## СОЗДАНИЕ ТЕЛЕГРАМ-БОТОВ С ИСПОЛЬЗОВАНИЕМ СОБСТВЕННОЙ МОДЕЛИ ИИ

*Аннотация. В работе рассматриваются подходы к интеграции локальных моделей искусственного интеллекта в Telegram-боты, включая архитектуру взаимодействия, методы оптимизации и примеры применения автономных ИИ-систем.*

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