

As AI-driven chatbots and virtual assistants become more multilingual, businesses can look forward to more effective customer engagement across diverse linguistic backgrounds.

However, the constant evolution of languages and cultures poses a challenge for AI, necessitating continuous model training and refinement.

Ensuring data privacy and security is paramount, especially in sensitive sectors like healthcare and finance, where multilingual communication plays a vital role.

AI-powered language learning tools are democratizing language education, making it accessible to learners worldwide.

Language learners of all levels now benefit from personalized language instruction and feedback, thanks to AI-driven tools.

In conclusion, AI is revolutionizing multilingual communication, offering the promise of better cross-cultural understanding, global business expansion, and enhanced language education. While challenges persist, the prospects for overcoming language barriers in our increasingly interconnected world are brighter than ever before.

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## **A STUDY OF THE DIFFERENT PERCEPTION OF HOMONYMS IN MEN AND WOMEN AND ITS CAUSES**

### **Исследование различного восприятия омонимов у мужчин и женщин и его причины**

Homonyms are words that are the same in spelling or pronunciation but different in meaning. In everyday life we often use them but do not give importance to them.

The main purpose of this study was to find out the difference of perception of homonyms among men and women. Why do people put different meanings into exactly the same words?

A survey was conducted to obtain relevant data. Gender differences are not often taken as a basis for research in semantics, but this data is important for a better understanding of each other.

Why people perceive homonyms differently:

In general, the perception of homonyms depends on many factors, including context, personal experience, cultural differences, and associations. This explains why people may perceive homonyms differently and have different ideas about their meanings.

Why do men and women perceive homonyms differently?

Scientific research shows that differences in how men and women read homonym words may be due to different information processing strategies in the brain and language perception patterns. Here are a few factors that may influence these differences:

1. Differences in the activation of brain regions: Some studies using neuroimaging techniques show that men and women may activate different brain regions when reading homonyms. This may be due to different linguistic information processing strategies.

2. Differences in lexical access: Research suggests that women may have greater lexical sensitivity, meaning they are better at picking up subtle nuances in word meanings and are more sensitive to context. At the same time, men may have a greater tendency to use more universal meanings of words, ignoring context. This can lead to different readings of homonyms.

3. The role of social and cultural factors: Some studies show that social and cultural factors can also influence the perception and interpretation of homonymic words. For example, perceptions of gender stereotypes or cultural norms may influence how men and women perceive and interpret certain words.

However, it is important to note that these differences are not universal and can only be observed in certain groups of people. Each person is unique, and the differences in reading word homonyms between men and women can be many, and they depend on many factors. Individual differences, education and experience also play an important role in how we perceive and interpret linguistic information.

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## **THE IMPORTANCE OF FORMING LEARNER AUTONOMY OF STUDENTS IN THE CONTEXT OF MODERN EDUCATION**

### **Важность формирования учебной автономии студентов в контексте современного образования**

The formation of students' learner autonomy is considered as one of the actual problems in modern education. This is indicated by the fact that one of the important features of modern society is the transition to the educational paradigm of «lifelong education». In this regard, there is an increasing need for the development of an individual who will be ready for self-realization, socialization and adaptation to a rapidly changing world. The key qualities of such a person will include