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COGNITIVE TECHNOLOGIES OF ARTIFICIAL INTELLIGENCE IN POLITICAL AND MANAGERIAL PRACTICE

The use of cognitive technologies of artificial intelligence in management practice for analyzing big data can significantly simplify the decision-making process in conditions of uncertainty [2]. This approach is based on the concept of Data Driven Political Campaign. It involves the use of big data, primarily in election campaigns. It includes the stages of collecting and algorithmically analyzing an array of information to build voter psycho grams, segmenting the audience and political micro targeting. The Data-Driven Government paradigm is also taken into account. It involves making management decisions by government institutions using intelligent decision support systems based on big data analysis technologies and methods [4].

Artificial intelligence has expanded the predictive potential of digital twin modeling technology [3]. Virtual analogues of physical objects and processes have become the core of the Intelligent Twins system. The system has become the basis for a new open architecture for the intellectual transformation of government agencies and city services in the format of an intelligent twin of the city, industries in the format of an intelligent twin of industry, and companies in the format of an intelligent twin of business.

A new level of governance will be created by metaverse. It represents a three-dimensional virtual interface of the political system to the political science discourse, decentralized managed by a multitude of individual and collective digital political actors. These are digital personal copies of people in the form of avatars, bots, and virtual political institutions. Their dynamics are implemented through formal and informal forms of digital political practices of block chain democracy, digital citizenship, and digital GR technologies.

Computer vision, speech recognition and synthesis, natural language processing, and intelligent decision support contribute to the development of digital profiling systems for individuals and legal entities. The technologies are used to manage government data through the collection, algorithmic processing, analysis, and provision of personal information, including biometric information that forms a digital profile, with the consent of an individual or organization at the request of an authority through the relevant electronic platforms. They are used for algorithmic evaluation and rating of individual and collective entities based on social characteristics obtained as a result of monitoring offline and online behavioral activities, allowing to predict their behavior.

Technological solutions in the political and public sectors are intelligent bots. These are automated self-learning algorithms that imitate the behavior of real political

actors in new social network media to construct political reality. They are used to influence public opinion. They are also used on platforms of electronic government services for the rapid processing of citizens' requests, collecting the necessary information and virtual assistance in solving various problems and optimizing the work of government agencies.

Deep fakes are becoming a new universal and effective media tool of «soft power» policy in the context of information confrontation. This media content is created by neural networks using the generative-adversarial principle of new images, videos, audio files from data for specific purposes.

These purposes include the practice of attracting voters and promoting the political image of a candidate, including among young people; disinformation, manipulation of voters in political campaigns, provocation, discredit, blackmail and cyber bullying of political opponent of government institutions and destabilization of the political system, destructive information impact and distortion of the global information field and discrediting of the state.

Solutions are being implemented in the field of automation of political journalism. They not only facilitate the performance of a number of routine tasks of journalistic work (monitoring and analysis of the political news agenda, identifying news hooks, fact-checking and searching for sources of political information), but also take on some of the work on the direct creation of political content. The potential of AI algorithms for political speechwriting is in demand.

In the context of the digital transformation of public administration, a political theory of artificial intelligence is being formed. This system of political knowledge describes political phenomena in the context of big data analytics, modeling the interface of the Web 3.0 political system and intelligent twins of political institutions. Its subject includes the processes of automation and intellectualization of management activities and political practices, political decision-making and public service delivery [1]. The topics of digital profiling and social scoring of individuals and legal entities, new deep fake tools for soft power policy in the context of information warfare, and a new paradigm of «mosaic» warfare are also explored.

The strengths and capabilities of AI can be transformed into its weaknesses and risks, which should be taken into account when making strategic decisions on the introduction of AI into the public administration system in the context of the uncertainty of the modern geopolitical situation and restrictions. This intelligence can create new content and ideas, including conversations, stories, images, videos, and music. Artificial intelligence technologies imitate human intelligence in such computational tasks as image recognition, natural language processing (NLP), and translation.

Generative AI algorithms can explore and analyze complex data. Researchers can discover new trends and patterns that may not be obvious in other cases. These

algorithms can summarize information, describe multiple solution paths, generate insights, and create detailed documentation based on research records.

Generative AI can be used to provide customer service and personalize their workflows. Chat bots, voice bots, and virtual assistants can be used to respond more accurately to customer queries the first time they interact. Personalized offers and customer interactions can be used to drive greater customer engagement.

Generative AI can be used to optimize business processes by using machine learning and AI applications in all areas of activity. This technology can be applied in all areas of business, including engineering, marketing, customer service, finance, and sales.

Generative AI can be used to extract and summarize data from any source to use knowledge discovery functions; evaluate and optimize different cost reduction scenarios in areas such as marketing, advertising, finance, and logistics; generate synthetic data and create labeled data for supervised learning and other machine learning processes.

Generative AI models can complement human workflows and act as effective assistants. He helps managers create reports, summaries and forecasts; develops new sales scripts, email content and blogs for marketing staff.

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