

social sphere. Positive results can only be achieved through the joint efforts of the state apparatus and society as a whole.

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DIGITAL TRANSFORMATION OF SOCIETY: MODERN ACHIEVEMENTS AND FUTURE PROSPECTS. ARTIFICIAL INTELLIGENCE AND ITS USE IN MARKETING

Цифровая трансформация общества: современные достижения и перспективы будущего, искусственный интеллект и его использование в маркетинге

Our world is constantly changing. New technologies are being invented and introduced into production every day. For the last 10 years digital sphere has become the leading one in business and in particular in marketing and Artificial Intelligence is in increasing demand among employees all around the world. The main aim of this work is to study this subject to find out how marketers could use the innovative technologies in order to make the field of marketing in our country more successful.

But, first thing, it's essential to understand how the AI works, so we could use it properly. Initially, neural networks were conceived as text models trained to write different texts on a given topic. But, at the moment, except for the good essays and articles, AI is capable of generating pictures and videos and even solving math problems including statistical analysis and creating different strategies. Therefore, the neural networks may become an excellent tool in the hands of a marketer.

Speaking of the exact ways of using the AI technology, I'll describe 2 popular and effective techniques. The first one is called «The chain of thoughts» and it implies

a request (a prompt) that asks the AI to speculate a given topic and bring out its thoughts with an explanation of the course of thought. The main idea of this type of work is the ability of the AI to see some of the relationships between the details that could be invisible at first glance to us. The second technique is called «the roles» and it's about giving AI a particular role and ask it to comment an advertisement, for instance. The benefit of this method is possibility of conducting a small marketing research in a short time and without any costs.

The development of Artificial intelligence is gaining momentum, and at the moment there are divided into 2 completely opposite ones. The first ones say, that the AI technology is a sword of Damocles, and we all should be really worried about the progress crossing the boundaries, while the second ones tell us to let our hair down, because even if the AI becomes an invention, that'll be smarter than human, it still will be programmed to help people and to serve the society.

To sum up, it should be noted that at the moment, AI is a vital tool for every specialist, who wants to deal with their tasks successfully, efficiently and, the most important, on time. For that reason, studying of the artificial intelligence should be included in the educational program for the future managers and marketers in order to raise the quality and the speed of their work.

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PROBLEMS OF LEGAL REGULATION OF THE USE OF ARTIFICIAL INTELLIGENCE IN THE REPUBLIC OF BELARUS

Проблемы правового регулирования использования искусственного интеллекта в Республике Беларусь

Legal aspects of the use of artificial intelligence (AI) in information activities are becoming increasingly relevant in the context of rapid technological development. The effective use of artificial intelligence (AI) in information activities requires the development of legal mechanisms that ensure a balance between technological progress and the protection of human rights. The formation of an adequate legal framework will contribute to the safe use of AI, minimising risks and unlocking the potential of new technologies. The purpose of this study is to analyse the existing legal framework regulating the use of AI in the Republic of Belarus and to identify key challenges in this area.

The study of the national legislation of the Republic of Belarus has led to the following conclusions: in Belarus there is a fragmentation of legal norms, and many