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## **ACHIEVEMENTS AND PROSPECTS OF DIGITAL TRANSFORMATION OF SOCIETY IN CULTURE**

### **Достижения и перспективы цифровой трансформации общества в культуре**

The digital transformation of society is a giant revolution in different spheres of production, business and medicine, domestic life and education. 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. Accordingly, the aim of scientific work is to study the key achievements of digital transformation in the sphere of culture, analysis of development of prospects of digital transformation in culture [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 It means that televisions, radio, cinemas have been replaced by social media and Internet platforms.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.

Firstly, 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.

Secondly, 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].

Thirdly, 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.

Thus, in the course of the scientific work, an analysis of the key achievements of digital transformation in the field of culture was carried out. 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.

### **References**

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## **ARTIFICIAL INTELLIGENCE AND THE LEGAL FRAMEWORK**

### **Искусственный интеллект и правовые рамки**

Artificial intelligence has become a big part of our lives, and we can't imagine existing or growing as a society without it. It's widely used because it gives us fast answers in ways that are easy to understand. However, the quick processing of endless data brings up several problems: violation of human rights, cyber threats, unpredictable behavior.

Therefore, we need to create laws about the development and use of AI technologies to ensure they are used safely. Right now, most guidelines for regulating AI are not formal laws but rather philosophical, technical, or ethical ideas. There is no comprehensive federal law on this.

The European Union has created a draft Regulation on AI [1]. This is the first comprehensive legal framework on AI. The AI Act classifies AI systems by risk level:

- Unacceptable risk: AI systems that clearly threaten safety and rights are banned. This includes harmful manipulation, social scoring, and indiscriminate facial recognition data collection.