

«прочие» refers only to appliances or also to masks. According to the original, the correct version should read «Прочие дыхательное оборудование и газовые маски...» since the term covers both categories of products.

Another issue is that important details are often omitted when translating the Explanatory Notes. For instance, in heading 3822, the clarification «or of individual reagents» is missing, which distorts the meaning of the original and may lead to the incorrect classification of chemical substances.

The accuracy and consistency of customs documentation translation are of critical importance, as errors may lead to processing delays or even detention of goods. One of the key recommendations in translating customs terminology is the use of standardized databases and reference to official translations of the Harmonized System. At the same time, it is essential to take into account the national legislation of the destination country. For example, the term «preserves» may refer to «canned goods» in general or exclusively to «fruit jams»; therefore, in some cases, clarification such as «fruit preserves» is required. Particular attention should be paid to new and high-tech goods, for which translations are often not yet established. In such cases, it is important not merely to translate the term literally, but to convey the precise characteristics of the product.

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PSYCHOLOGICAL ASPECTS OF SPEECH PERCEPTION IN ONLINE EDUCATION

Психологические аспекты восприятия речи в онлайн-образовании

In recent years, online education has become an essential part of the learning process. This became especially clear after the COVID-19 pandemic when remote learning became the main tool for interaction between teachers and students. This shift has changed not only the forms of communication but also the psychological mechanisms of speech perception, which has become particularly important in the digital environment.

In the online format, voice and intonation become the main channel of teaching. This is because during online lessons, students (and teachers) often turn their cameras off. This means there is no visual or emotional contact. In this situation, it is crucial to develop digital technologies, the teacher's speech culture, and to consider the psychological characteristics of how students perceive speech. Speech is not only a means of communication but also a tool for thinking, and its impact is emotional. Speech perception is a complex psycholinguistic process. It depends on the structure of the statement, pace, logical stress, and emotional tone. In online learning, where many non-verbal elements of

communication (gestures, facial expressions, and eye contact) are missing, the role of speech characteristics increases significantly.

A teacher's emotional intelligence directly affects their ability to build trust and maintain student motivation. A teacher who uses a variety of intonation and shows empathy can compensate for the lack of non-verbal communication.

Special attention should be paid to the voice tone: friendly and warm intonation makes students feel psychologically comfortable and helps them absorb information more actively. The psychological perception of speech online is influenced by several factors. The digital communication environment, with issues like sound quality, audio delays, and the lack of physical presence, reduces students' emotional engagement. The quality of communication depends not only on the content but also on the psychophysiological aspects of the interaction.

During remote communication, the effect of «digital fatigue» becomes stronger. Listeners lose focus more quickly with monotonous speech or a lack of visual stimuli. Research shows that varying your intonation, rhythm, and voice volume helps maintain attention and reduces cognitive overload. The practical use of this knowledge about speech perception in the digital environment involves creating special tools and new lesson formats. One promising direction is using software that can analyze a teacher's speech. Such systems can track monotony, speech rate, and the use of pauses, providing recommendations for improvement. Applications that remove background noise and improve sound clarity are also beneficial, as they reduce the strain on students' hearing. Additional benefits come from automatic speech-to-text services, which create transcripts of lectures for later study.

Regarding lesson formats, an effective method is to divide the material into short blocks of 5–7 minutes. After each block, an interactive element should be included, such as a quick poll, a task in the chat, or a short discussion in small groups. This approach helps maintain students' attention and prevents them from getting tired. In online education, speech becomes the key teaching tool, making up for the absence of non-verbal signals. Therefore, developing a strong speech culture and considering the psychology of perception are necessary conditions for the effective learning process in the digital environment.

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PROBLEMS AND TRENDS IN THE FORMATION OF A MODERN LINGUACULTURAL ENVIRONMENT

Проблемы и тенденции формирования современной лингвокультурной среды

The linguacultural environment is a system which changing every time under the influence of different factors. There are a lot of factors, for example globalization,