

must pay considerable attention to teach children to understand and follow their instructions, to follow the phonetic rules.

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ARTIFICIAL INTELLIGENCE IN THE ACTIVITIES OF INTERMEDIARY ENTERPRISES: INNOVATIVE ASPECTS

The dynamic conditions of the modern world require intermediary entrepreneurs to constantly improve, search for new products that can improve their activities. Every work requires automations, as well as a reduction of time loss and material resources and it also requires the introduction of innovations in order to retain occupied market positions, to expand market share, to increase profit for two components: reduced costs and increased labor productivity as a result of a successful innovation process.

The following scientists studied the issues of trade and mediation: N.M. Tyurina, N.S. Karvatskaya, A.V. Marchishinets, A.S. Chernaya, A.A. Melnik, A.S. Popovichenko, A.M. Trubey and others.

The issues of artificial intelligence at the enterprise were studied by the following scientists: E.I. Ovcharenko, A.A. Gleb, A.V. Skrynnik, E.V. Skrynnik, A.S. Tokarchuk and others.

Trade and brokering activity is an initiative, independent activity of legal and physical persons to carry out commercial operations related to the sale of goods and the establishment of commercial ties on behalf of a third party [1].

Trade and intermediary activities are activities in which intermediaries act as contractors in the sale and purchase of goods; engaged in the study of the supply and demand of goods and their purchase from manufacturers, wholesale of goods by buyers [2].

Artificial intelligence (AI) is the most promising feature of the rapidly developing information era.

Artificial intelligence refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. The term may also be applied to any machine that exhibits traits associated with a human mind such as learning and problem-solving [4].

The artificial intelligence is widely used worldwide from state authorities and the large organizations to the small enterprises. This technology occupies the major role in business quicker and quicker, reduces processes and expenses.

According to the Concept for the Development of Artificial Intelligence in Ukraine [5], which was developed by the Ministry of Digital Transformation of Ukraine and approved in

December 2, 2020, artificial intelligence is an organized set of information technologies, with the application of which it is possible to perform complex tasks by using a system of scientific research methods and algorithms for processing information obtained or independently created during work, as well as creating and using their own knowledge bases, decision-making models, algorithms for working with information and determining how to achieve the goals.

This concept has been developed for the next 10 years and provides the use of artificial intelligence in various fields of activity, especially in business.

Jordan Michael and Tom Mitchell predict [6] further rapid development of artificial intelligence and its introduction into various spheres of life. The use of machine learning methods will help accelerate the economic development of the country or enterprises, improve the life of a society, etc.

After analyzing the functions of trade intermediaries (Fig. 1), we can conclude that it is difficult to automate all the areas at once as this process requires a lot of resources. Therefore, we can observe a gradual process, which is at different stage of transformation in a separate country.

In our opinion, there are 7 basic topics for research:

1. Artificial intelligence in the role of an intermediary;
2. Legal aspects of creating contracts by artificial intelligence in intermediary activity;
3. Final liability during the use of artificial intelligence;
4. Consumers attitude to introducing and/or activity of artificial intelligence at the enterprise;
5. Artificial intelligence, as a mechanism for increasing profits and reducing costs;
6. Stages of introduction of artificial intelligence in intermediary activity and reorganization of the circuit of interactions;
7. Force major and problem situations as a small percentage of probabilities that should be taken into account.

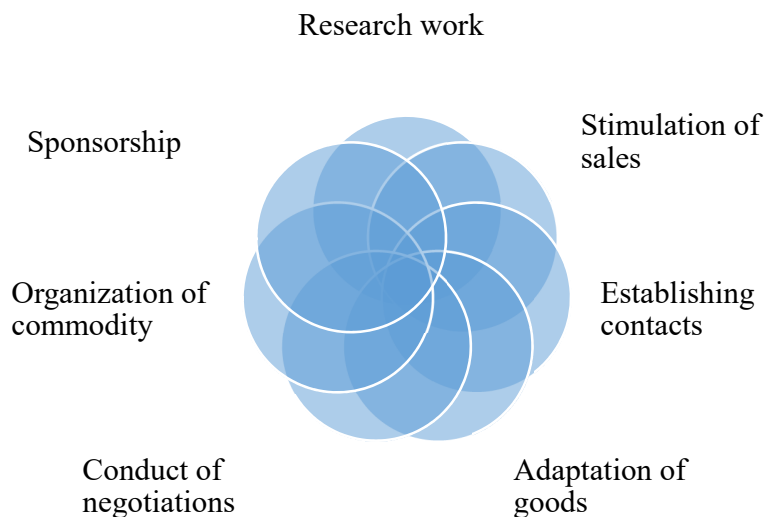


Fig. 1 - Functions of trade intermediaries [3]

It is advisable to conduct testing in one separate enterprise, and then expand positive practices to other enterprises in the industry.

In conclusion, we can note that in the future, trade-intermediary activities can become entirely or partially an automated process, where artificial intelligence in seconds and with minimal costs will analyze demands, supplies of goods and order them from producers.

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AMERICAN ENGLISH AND ITS LEXICAL INFLUENCE ON BRITISH ENGLISH

In the British language in the 21st century, as never before, there is a profound change in the lexical structure. Scholars argue that the decisive role in this effect is played by American English, which through various sources deeply directs its influence on the English language, including the British one. However, it is hard to determine how powerful this influence is, and what areas of vocabulary it affects, despite the fact that countless scientists have been trying to find answers to those questions. Thus this essay is an attempt to study all the information, assumptions and proofs in order to better comprehend the advantages and disadvantages of the seemingly imperceptible impact.

George Bernard Shaw once said that “England and America are two countries separated by a common language”. This quote by the outstanding Irish philologist and playwright is still true today too, but there are various divergences between these forms of English [2]. A little bit earlier this difference was striking, then over time it disappears, due to the significant influence of American English on British one.

It's highly important to note, that the debate about the influence of the American language on the British phenomenon is far from new. For instance, this problem was clarified by O. Hargraves, who said that this impact had been existing even 4 centuries ago. Moreover, Zbrozhek determined that this linguistic process had been strongly resisted by British.

Speaking on the wireless in 1935, Alistair Cooke pronounced that “Every Englishman listening to me now unconsciously uses 30 or 40 Americanisms a day”[3]. In 2021, that number is likely closer hundreds of it.