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Матеріали містять тексти доповідей учасників VII Всеукраїнської науково-практичної студентської конференції «Наукова спільнота студентів XXI століття». Досліджуються проблеми впровадження інноваційних методів навчання української мови як іноземної, формування мовної особистості в новому полікультурному просторі (проблеми адаптації, діалог культур, формування поліетнічної толерантності), застосування нових технологій у процесі викладання загальноосвітніх дисциплін на підготовчому відділенні для іноземних студентів.

transparent, and efficient alternative to traditional paper-based credentials.

These innovative educational technologies are transforming teaching and learning, making education more accessible, engaging and effective in the 21st century.

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CANVA AS THE UNIVERSAL VISUAL INSTRUMENT FOR DESIGN AND MEDIA CONTENT

In the contemporary digital landscape, the demand for captivating visual content has reached unprecedented

heights. From businesses striving to engage customers to educators seeking innovative teaching tools, the need for compelling visuals permeates various facets of our lives. In this context, Canva emerges as a transformative force, offering a versatile platform that revolutionizes the way we approach design and media content creation. This paper explores the relevance of Canva as a universal visual instrument, elucidates the research objectives, presents key findings, and delineates conclusions and future prospects for further scholarly inquiry [1].

The choice of investigating Canva as a universal visual instrument for design and media content is profoundly relevant in today's digital age. With the proliferation of online platforms and the escalating competition for attention, the ability to create visually engaging content has become indispensable. Canva's user-friendly interface and extensive array of design tools democratize the creative process, empowering individuals and organizations to craft professional-grade visuals effortlessly. As such, understanding Canva's impact and potential applications is

paramount for practitioners across diverse fields, from marketing and branding to education and advocacy [2].

The primary objective of this study is to elucidate the multifaceted nature of Canva as a universal visual instrument and explore its implications for design and media content creation. Specifically, the research aims to:

1. Evaluate Canva's usability and effectiveness as a design tool across various contexts and user demographics.

2. Examine the impact of Canva on visual communication strategies in different sectors, including business, education, and social media.

3. Investigate the role of Canva in fostering creativity, collaboration, and innovation within teams and organizations.

4. Analyze the integration of Canva into existing workflows and its potential to streamline design processes and enhance productivity.

5. Assess the future trends and challenges in the evolution of Canva as a leading visual content creation platform [3].

Through comprehensive research and analysis, several key findings have emerged regarding the utilization of Canva as a universal visual instrument:

1. Canva's intuitive interface and extensive library of templates and design elements cater to users of all skill levels, facilitating seamless content creation.

2. Canva's versatility transcends traditional design boundaries, enabling users to produce visually stunning content for a myriad of purposes, from social media marketing to educational presentations.

3. Canva's collaborative features promote teamwork and synergy, fostering a culture of creativity and innovation within organizations.

4. Canva's integration with other platforms and applications enhances its utility as a universal visual instrument, streamlining workflows and maximizing accessibility.

5. The continued evolution of Canva's features and functionalities underscores its potential to shape the future of visual communication and design [5].

In conclusion, Canva stands as a beacon of innovation in the realm of visual content creation, offering a powerful yet accessible tool for individuals and organizations worldwide. Its impact spans across various sectors, revolutionizing the way we communicate and engage with audiences. Moving forward, further research is warranted to explore emerging trends, challenges, and opportunities in the continued evolution of Canva and its role as a universal visual instrument [4]. By delving deeper into these areas, scholars can contribute to the ongoing discourse on digital creativity, design innovation, and visual communication strategies in the digital age.

In essence, Canva's journey as a universal visual instrument is just beginning, promising boundless possibilities for creative expression, collaboration, and engagement in the ever-evolving landscape of digital design and media content creation.

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CYBER SECURITY IN HIGHER EDUCATION

Computer security is a set of issues in the field of telecommunications and informatics related to the assessment and control of risks arising from the use of computers and computer networks, considered from the point of view of confidentiality, integrity, and availability is increasingly becoming an actual topic of the modern world. Actuality of the problem is determined the choice of the topic.

With the deepening of digitalization in all areas of