

МЕЖДУНАРОДНЫЕ ЛИНГВИСТИЧЕСКИЕ ОНЛАЙН ПРОЕКТЫ КАК РЕСУРСЫ МЯГКОЙ СИЛЫ: КОММУНИКАЦИОННЫЙ АСПЕКТ

Аннотация

В статье рассматривается деятельность международных лингвистических интернет-проектов в контексте теории мягкой силы. В настоящее время различные страны конкурируют друг с другом в плане привлекательности для туристов, потенциальных резидентов, образовательных и трудовых мигрантов. В то же время значительную роль в формировании такой привлекательности может сыграть так называемая мягкая сила стран. Современные исследователи и авторы рейтингов мягкой силы государств выделяют такие элементы мягкой силы, как политическая система, правительство, бизнес, образование, культура, язык, цифровизация и др. Как видим, международные лингвистические интернет-проекты находятся на стыке нескольких элементов мягкой силы (образование, язык, цифровизация, культура). Поэтому интересно посмотреть, в какой степени влияние этих направлений распространяется через проекты, формирующие привлекательность того или иного государства для различных целевых групп, а также через какие технологии и инструменты это реализуется. При этом мы рассматриваем как "пассивную", так и "активную" мягкую силу, действующую в рамках международных лингвистических интернет-проектов. Что касается "активной" мягкой силы, то в статье основное внимание уделяется коммуникационным технологиям, поскольку без них даже самые значительные конкурентные преимущества могут остаться незамеченными. Для того чтобы ответить на эти вопросы, в статье анализируется деятельность трех международных лингвистических проектов: Engoo.com, Lingoda.com, Englishlive.ef.com, которые рассматриваются их с точки зрения «мягкого» влияния и используемых коммуникационных технологий.

Ключевые слова: международные лингвистические интернет-проекты, мягкая сила, коммуникационные технологии, образование, цифровая коммуникация.

Md. Rasel Miah

IMPACT OF DIGITALIZATION: TRANSFORMING EMPLOYMENT AND EDUCATION

Abstract

This paper investigates the influence of digitalization: transforming employment and education. Digital learning system through educational institutions and technical training centers influence the work process of individuals and enterprises. This study examines the qualitative research methodology. Digitalization transformation influences on the cognitive skills of the workers, employees, and learners. The Digital learning platform increases the strengths of the learners while dealing with the change of the working process of the technology in the working life. Human interactions in this work-life process the digitalization transformation. Digitalization helps individuals and enterprises monitor and assess the actual effects of technological advancements. Cognitive skills of individuals influence the digitalized working life dealing with technological digitalization. A growing number of knowledge of individuals makes the process of the digitalization transformation effective. In this digitalized world, individuals consume information and produce highly sensitive data for the better of the country. Technological innovations create new opportunities for nations, individuals, and firms, even inventing threats as well.

Keywords: digitalization, transformation, employment, education.

1. Introduction.

Digitalization impacts on industrial work, economic sectors, the availability of natural resources, administrative and as usual services, and the work of all kinds of occupations and professions. The authors of this paper concentrate on how digitalization impact on employment and education. Jobs and employment of individuals change because of digitalization through technological ad-

vancements. Technological innovations replace difficult and risky works by deploying machines. Researchers, economic policymakers, governments, organizations, and individuals notice the effect of the digitalization through the improvement of the quality of the working life, daily workers' life, existing skills, and learning knowledge.

The emerging technological advancements impact the work-life of all kinds of occupations and professions. The digitalization of work and its impact on workers' life and society becomes remarkable. On the other hand, digitalization does not only influence on individuals' skills but also on their education, vocational learning, training, occupations, professions, job profiles, and daily working life. Digitalization makes excellent coordination between workers and the data system. An organization controls its workers' performance and workers through data privacy and informational autonomy. The digitalization system has a strong association with the work of workers and their contributions concerning technological advancements. Individuals update himself or herself with technological advancements through learning and business domains. Technology know-how relates to technology sectors that include software, engineering, robotics, and many more and business domains that include work, studies, management, and so on. The transformation process regarding the digitalization happens due to the relevance of education.

Organizations and individuals overcome challenges of digitalization through the relevance of education. Digital learning becomes one of the influential methods of the digitalized transformation in the employment and education sectors. Digital transformation happens due to the skills development of an individual or the working personnel of the enterprises. This study contributes to the discussion about the impact of digitalization through transforming employment and education. The transformation of the digitalization takes place when an enterprise deal with social learnings. Social learning includes social elements, delivery contents, digital contents, knowledge sharing, design, and process. Social learning also deals with information, problem-solving, practice, communities, and user-friendly content. Digitalization requires skill in the working life of workers. If the digitalized work requires skills that are not part of the workers' vocational preparation, then, the educational curriculum of vocational education needs to be modified. The system works more actively in a country where vocational schooling is preferred.

The digitalization of work increases the opportunities for nations, workers, and enterprises. The process of digitalization works through transforming employment and education for both working personnel and organizations. During the digitalization process, an organization or individual or a country experiences challenges due to new adjustments and the power of controlling the systems. An enterprise controls its working force through the digitalized conversion of the procedures and policies. At the same time, organizations train employees to become efficient workforce through education by following the digitalized transformation.

The authors of this paper execute the following research questions. These are as follows. First, what kind of cognitive skills needed for individuals to adjust to the organization's digital transformation? Second, what are the consequences of digitalized learning? Third to what extent individuals need to develop cognitive skills based on the digitalized conversion with the help of education. Fourth, what challenges an organization faces due to the digitalization transformation? Fifth, what are the opportunities for the digitalized era? And finally, what are the trends to develop individuals' skills based on the digitalization transformation? The above questions help the authors analyze the paper concerning the effect of the digitalization transformation on employment and education. Digital learning with cognitive skills helps individuals improve competencies, learning contexts, processes, intentions, and expectations. As a result, the digitalized learning process increases the productivity of the firms and transforms technology from old to advanced.

2. Theoretical Framework and Literature Review.

2.1 Digitalization .

Digitalization may take place in the workplace but does not lead to the workplace. Digitalization will not be effective due to the scarcity of human beings. Perhaps an organization may introduce new working ways and deal with the knowing issues. However, Bauer et al. (2016) [1] have mentioned digitalization as a groundbreaking change. Digitalization influences in changing the work of

this business world. Digitalization impacts newly created jobs related to information technology provides beneficial offerings to businesses by shorting its processes and standardizes the procedures as well. The technological innovation permits people to work and communicate from remote places at any time. Technological innovation has used for different purposes. People have used smartphones for information management and other technologies for creating tools. People also use other technologies for information processing and visualization. Highly advanced technologies have used for human-machine collaboration. Digitalization is a process of using digitalized, meaning, advanced technological applications in the workplace [1].

Nowadays, the design system of the work of the digitalization deals with the complex production processes due to its structures. Frey and Osborne (2013) [3] have noticed newly technology in the workplace requires the cognitive skills of workers. Digitalization through technological innovation requires work practices, skillful tasks, and the polarization of the labor market. Labor polarizing increases the desire for jobs that related to higher cognitive skills. The demand for work increases based on cognitive-based jobs, low-income jobs, middle-income jobs, and routine jobs [3].

Educational researchers generate knowledge on the structures of the enterprises and leadership skills due to the deal with the new changes. If there exist any changes in the work and its formations regarding digitalization and its impacts, researchers and policymakers must generate knowledge finding out the appropriate structures of the firm and its leadership. Researchers concentrate on the participants' and workers' opportunities, their competences, knowledge, skills, self-esteem, self-confidence, development, and so on. A new change related to the qualities of the new creation takes place due to the work of the digitalization.

2.2 Transformation.

For young researchers, studying the effect of the digitalization of the employment and education on individual and organization becomes interesting because of the investigation of its variations and understanding the transformation process with its side effects. The shape of the change of the work becomes long because of the digitalization of the work concerning the economic condition of the country. Researchers collect data through new technological innovations that include a photo or video technology, an eye-tracking system, sensors, smartphones, wearable sensors, and so on. Researchers and policymakers of the country and enterprises as well have used robots for challenging tasks.

Some challenging jobs include self-driving cars, drones, virtual assistance, software, software for translation, medical treatment, and surgeries, which have replaced by robots. Robots are doing challenging jobs instead of people in the working place. In different manufacturing companies, the enterprise uses robots instead of people in their production unit. In the supermarket, cashiers have already replaced by the scanners. Many organizations experience challenges because of this digitalization. Digitalization changes the whole infrastructure of the organizations. Organizations struggle because of new and emerging segmentation, new customer segments, cultural diversity, geographical change meaning global marketplace, and volatility of the market. Enterprises also face difficulties because of the increasing expectations of the customers. Organizations improve the quality of the goods and services, and the impact of digitalized technology.

Organizations need a highly skilled workforce because of the growing number of global markets and competitions. Highly managerial positions require cognitive skills workforce because of dealing with complex and challenging work. However, a lot of jobholders will lose their jobs because of getting benefits from artificial intelligence, robots, and nanotechnology. Some occupations and professions will completely replace by digital technological innovations, and some are not. Digitalization reconstructs the organizational structure and people. Technological innovation prefers new skills rather than old knowledge.

New technological know-how is preferable rather than old learning skills. Generating new knowledge becomes more indispensable for job seekers. Acquiring new knowledge becomes an economic imperative. Education creates knowledge. From the personal experience of the writer of this paper, investing in employees help them improve cognitive skills and gain new competitive advantage

because of their implemented newly learning knowledge. Enterprises and employees also face difficulties because of the complexity and uncertainty of technological progress or change. Human resources with cognitive skills help organizations overcome the challenges due to digital transformation.

2.3 Employment.

The primary concern of digitalization becomes affecting all firms and creating new ones, where technological innovations are preferable. In many countries and firms, digitalization does not work without Human beings. The productivity of the firms and countries does not increase unless the participation of the working personnel with human and organizational capital. The increasing speed of the digitalization seems surprisingly slow because of the available workforce with cognitive skills.

Becker (1962) [2] has noticed the productivity of an enterprise increases due to the Human Capital that includes knowledge, abilities, and skills. In general, human capital refers to an individual's competencies meaning action skills and abilities. An individual's human capital increases because of learning and experience. Human capital acts as a summary of the individual resources. In the working place, Human capital performs as the manual abilities, writing or calculating skills, and cognitive abilities and memorized information of an individual. Becker has mentioned general Human Capital related to the competencies that working personnel in different firms and specific Human Capital associated with the skills, knowledge, and capabilities that deploy in firms where employees present physically. The digitalization of employment means digitalized the human force. Special Human Capital digitalizes the skills, knowledge, and capabilities of the workforce [2].

The competencies of working personnel increase because of the information on personality, expertise, skilled colleagues, technical know-how, operation, and financial knowledge, and firm's routine, activities, values and cultures, and so on. Becker has concluded the productivity of firms increases due to the digitalization of the firms' employment and their competencies [2].

Higher cognitive skills with generic and information and communication technology know-how are preferable due to the creativity and social intelligence. Acquiring highly cognitive skills becomes challenging for new employees and senior working personnel because of updating the skills continuously. Individuals decide based on their self-organizing skills. Individuals participate in novel innovations, decision-making processes, and learning environments because of their capabilities.

World Economic Forum (2016) has mentioned creative thinking, problem-solving capabilities, entrepreneurial activities, negotiation, and acquiring knowledge belong to higher cognitive skills [10]. World Economic Forum (2016) and Frey and Osborne (2013) have noticed highly cognitive skills act as the generic and transverse of the workforce [3, 10]. These skills impact on multiple firms, provide lifetime learning opportunities and introduce new transformative working platforms. Technological innovations require human collaboration, and cognitive skills, and their emotional intelligence and empathy. Interpersonal skills increase due to sharing knowledge with colleagues through digital machines. Workers communicate, create a communicative network, participate in a collaborative decision-making process, distribute acquired resources, and deal with the collective knowledge. In the working place, workers that include physicians, lawyers, teachers, therapists, and service-oriented occupations and other professions determine another perspective, cognitive skills, interactions, and sustainability based on the subject matter (Frey et al., 2016) [4].

2.4 Education.

Education plays essential role in the process of digitalization transformation. Educational institutions that include training centers fulfill increasing the demand for cognitive skills according to the labor market requirements. According to own experience of the writers of this paper, digitalization has a direct impact on the workers' work responsibilities and process related to his or her working duties. Workers and employees process organizational actions based on the changing nature of business operations. Workers and employees determine the effect of the digitalization transformation. Digitalization requires workers, and employees need to learn new knowledge based on the newly invented creations or give up the sectors due to the lack of cognitive skills.

In this changing world, the type of work process changes, some of them become obsolete, and some of them come with new structures. Depending on the changing nature, workers and employees

need a learning environment. Educational institutions, training centers, and vocational leaning create such an environment for workers and employees. Digitalized work requires both a lower and higher level of educational qualification and capabilities, where individuals need to update his or her cognitive skills. The goal of learning becomes interesting for learners to utilize understanding, take decision willingly considering the social environment, and enrich the acknowledged competencies of individuals. Education provides necessary instructions, work processes with safety, skilled developed courses, knowledge on computer systems, and applications, and so on. However, it becomes difficult to determine the type of competences, skills, and capabilities needed to what extent in terms of the paid amount for the education. For example, engineering and medical sectors have the highest-paid salary jobs.

3. Methodology.

This paper aims to examine the influence of digitalization: transforming employment and education. This study examines the digitalized transformation process and identifies the cognitive skills needed for the digitalized work by investigating the existing literature. This paper studies the qualitative and quantitative research papers as well. The authors of this paper use qualitative research methods to conduct the research questions.

4. Discussion.

Researchers, policymakers, and organizational personnel have realized technological advancements influence organizational levels, structures, values, image, revenues, the performance of the working personnel, and activities. Technological changes increase the speed and power of working steps by using humans and machines only in the workplace. The authors of this paper have realized from their own working experience, familiarizing flexible working times will help workers and employees increase the cognitive skills related to the work of digitalization transformation. At the same time, introducing flexible working times violate employment laws. World Economic Forum (2016) has mentioned that almost all organizations will require highly skilled and semi-skilled personnel for conducting the operational activities of the firms. For a successful working life, individuals need cognitive capabilities. The most common type of cognitive skills of individuals is problem-solving skills, critical thinking, and creativity considering the global and digital work life, and its complexities.

Workers and employees need to introduce flexible working life, tasks, and contexts by collaborating with each other's, engaging in the management process, and coordinating with others to fulfill the cognitive skills required by the labor market. The strategic decision-making process in the digitalization transformation process becomes more indispensable because of the large datasets and learning algorithms associated with the machine's learnings. A digitalization transformation process transforms tasks and adjusts with the job descriptions.

Frey and Osborne (2013) the rapid technological advancements in working place increase the collaboration between humans and algorithms. Digitalization of the technology deals with the complexities of the global and digital working place problems. Workers and employees participate in problem-solving skills, developing cognitive skills, and increasing the use of technology with the help of the process of the digitalization transformation. Scholars have noticed digitalized vocational education helps workers and employees overcome challenges related to working place contexts, existing work practices, and newly created opportunities. Increasing technological spheres in the education system reduce the need for human contact in teaching and learning [3].

Digitalization in education facilitates pedagogy practices, flipped classrooms, e-learning, informal learning, project-oriented learning, inductive and deductive learning, and teaching methods (Prince and Felder 2006 and Strayer 2012) [8, 9]. Cognitive learning skills develop academic and non-academic competencies with social, political, and environmental needs in the working life (Liu and Huang 2017) [6]. Technological innovation increases the cognitive skills of individuals.

IBM Watson (IBM 2016) and Nenkov et al. (2016) have mentioned that coordinating activities and sharing informative tasks of vocational teaching ensure learners are at the right time at the right place. Digitalization in education helps course instructors check and control students' coursework through technological innovations, for example, computers. Digitalization helps an enterprise and

individual deal with information retrieval and the work process of filtering and sharing informative resources for solving problems. For teachers, digitalization assists and guides in teaching methods and materials and gathering and processing education for students. Digitalization impacts on intelligent agents, the capabilities of a human, and the cognitive skills of workers and employees in solving problems [5, 7].

5. Conclusion.

Researchers, policymakers, and firms have considered digitalization transformation on employment and education acts as one of the engines of economic growth. The number of skilled workers increases in different working sectors because of the impact of digitalization.

New technologies have a remarkable influence on the bottleneck operations, creativity, cognitive skills, practice, and infrastructure of firms and their workers and employees. Vocational education prepares the workforce for the next development stage of the country. Without cognitive skills, workers and employees experience difficulties in problem-solving activities because of the lack of technical Know-how. Adequate cognitive knowledge helps workers and employees solving problematic issues. The growing demand for the cognitive skills of workers and employees creates challenging points for individuals. Digitalized transform on employment and education deal with the horizon of cognitive and social skills reducing inequality and fulfilling labor market job requirements. The success of education takes place because of acquiring cognitive skills. The authors of this paper have noticed the work process of digitalization transformation has an enormous impact on vocational education and training. Learning from vocational education and training attracts the profession. Digital technologies increase the speed of the performance of workers and employees. Cognitive skills, functional skills, and general knowledge of individuals become crucial for employment in this digitalized working life.

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M. P. Миах

ВЛИЯНИЕ ДИДЖИТАЛИЗАЦИИ: ТРАНСФОРМАЦИЯ ЗАНЯТОСТИ И ОБРАЗОВАНИЯ

Аннотация

В данной статье исследуется влияние цифровизации на трансформацию занятости и образования. Цифровая система обучения через образовательные учреждения и центры технической подготовки влияет на рабочий процесс физических лиц и предприятий. Цифровизация влияет на когнитивные навыки рабочих, служащих и учащихся. Цифровые обучающие платформы увеличивают сильные стороны обучающихся, а также влияют на изменение технологии рабочего процесса. Цифровизация помогает отдельным лицам и предприятиям отслеживать и оценивать фактические последствия технологических достижений. Однако технологические инновации создают не только новые возможности для стран, отдельных людей и фирм, но и новые угрозы.

Ключевые слова: диджитализация, трансформация, занятость, образование.

S. Rana

CULTURAL AND LINGUISTIC HETEROGENEITY IN THE MIRROR OF BOLLYWOOD

Abstract

Indian civilization is a special case of multi- and intra-cultural variability. The uniqueness of the situation is multi-dimensional, being grounded on mythological and logical transformations in the early developments. Nevertheless, actual Indian culture that institutionalizes public communications in the global world has a lot to say humanity in the processes of informational transformations. Our methodology consists in qualitative comparative analysis of the iconic, exemplary and successful Indian movies that are bright innovative events in modern audiovisual arts; the comparison is framed by two big movie markets, namely, the Indian and Russian (including the late soviet period) in the last half a century. Our arguments start with descriptive characteristics of essential features of Indian cultural mentality that support the Bollywood phenomenon; then we move to the analysis of Indian films as cultural cases, and finally we offer the specter of opportunities coming with the actual developments in Bollywood movie production and promotion in India and beyond, accentuating the modern Russia context.

Keywords: cultural variations, Indian multi-culturalism, the language of culture, Bollywood in Russia, the phenomenon of modern cinema.

India offers incredible tracheophyte in virtually every scene of cultural spirit. Diversities of social, lingual, regional, economic, spiritual, categorize, and caste groups cut Indian association, which is also permeated with immense urban-rural differences and gender distinctions. Differences between northern region of India and south India are peculiarly evidential, especially in systems of relation and ritual. Indian community is varied to an extent perhaps inglorious in any otherwise of the world's enthusiastic civilizations-it is author suchlike a region as different as European territory than