product features to inspire action and evoke emotions. Translating them effectively requires understanding both linguistic and cultural contexts to preserve their impact. As shown in campaigns by brands like Red Bull and L'Oréal, well-crafted metaphorical slogans are crucial for fostering brand identity and engaging diverse audiences worldwide.

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TECHNOLOGIES OF LINGUISTIC INFLUENCE
ON THE SMART MOB

ТЕХНОЛОГІЇ МОВНОГО ВПЛИВУ НА РОЗУМНИЙ НАТОВП

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Today, the behaviour of crowds as a phenomenon is studied by scientists from all over the world. Technologies of speech influence on an individual differ from technologies of speech influence on a crowd. The relevance of this issue, as well as the insufficient study of the problem, necessitate research in this direction.

The aim of the paper is to identify the technologies of speech influence on a smart mob.

In social psychology and sociology, a crowd typically refers to a large group of individuals who are physically gathered together in a specific

location. Crowds can vary in size, composition, and purpose, ranging from casual gatherings to highly organized events or protests. If the classification is based on such a feature as controllability, the following types of crowds can be distinguished: 1) *spontaneous crowd*; 2) *crowd with a leader*; and 3) *organized crowd*. If we take the nature of people's behaviour in a crowd as the basis for classifying it, we can distinguish several types and subtypes: 1) *occasional crowd*; 2) *conventional crowd*; 3) *expressive crowd* and 4) *ecstatic crowd* [2, c. 43].

Very often, the behaviour of a crowd may depend on the presence or absence of a leader. A successful leader, in order to make the crowd follow him or her, needs to convince the latter to follow certain ideas using language influence by formulating a simple statement, appeal to emotions, provide logical facts and use repetitive phrases.

The development of modern technologies has changed the system of crowd formation to some extent. For example, the rather chaotic nature of crowd formation at the beginning of the twentieth century is deliberately organized in the twenty-first century with the help of mass media. G. Reinhold defined the twenty-first century as the era of the smart mob [4, p. 296–297]. "If a crowd is understood as a random gathering of people, united on the basis of emotional and temporal ties, cooperation within which is relatively random and temporary, then a smart mob, or smart crowd, is a social organization that is self-structuring through the effective use of high technology" [1]. Members of a smart crowd can act together even if they do not know each other – they cooperate through gadgets, which helps to attract new participants and significantly enhances the communicative impact of the web wave.

It is worth noting that the communication characteristics of the crowd have also changed somewhat. Nowadays, people receive information from various communication channels, but globalization and digitalization of the world have put visual communication on a par with verbal communication.

We can identify the main components of technologies of speech influence on the crowd: assertion, repetition and infection. However, due to the excessive flow of information in the 21st century, people resort to a simplified message format – an image and/or a good expression, a quote that accurately conveys ideas and thoughts. Unlike the crowds of the last century, the smart mob has begun to show more trust in images, which allows for the use of infection technology directly without direct physical contact, which can strengthen people's identification with each other. It should be noted that among the many features of a crowd, special attention should be paid to those that determine the choice of how to influence it and control its actions. Therefore, the researcher should focus on the emotionality of the crowd and its inability to think critically.

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OPPORTUNITIES FOR USING ARTIFICIAL INTELLIGENCE IN JOURNALISM

МОЖЛИВОСТІ ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ В ЖУРНАЛІСТИЦІ

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Сьогодні ми говоримо про актуальність вивчення можливостей штучного інтелекту у сфері журналістики. Цю актуальність можна обґрунтувати низкою причин, які пов'язані з швидким розвитком технологій. Сучасне суспільство перенасичене інформацією і саме штучний інтелект може допомогти впорядкувати її, перевіряти факти та виокремлювати важливі тенденції. Дехто вважає, що ШІ дозволить автоматизувати процес виконання нетворчих завдань; може бути корисним у процесі виявлення фейкових нових, що допоможе у боротьбі з дезінформацією, а в умовах інформаційної війни допоможе