

At the very bottom, the first level, are physiological needs. This is the survival stuff, including food, water, sleep, and breathing. If an individual is hungry or exhausted, it is hard to care about much else. That is his point.

Once those are covered, a person may move up to the second level: safety needs. This is about feeling secure, having a roof over one's head, being healthy, having some financial stability, just feeling like the world will not collapse tomorrow.

The third level is all about belonging. Humans are social creatures, and they need connection, i.e., friendship, family, and belonging to a group that cares about them. Without that, things can feel empty.

Then comes the fourth level, esteem needs. This is about respect, both from others and from oneself. Individuals want to feel confident, want their work to mean something, and want others to recognize what they have done. It is that sense of "I matter".

Moreover, finally, at the very top, is self-actualization. This one is harder to pin down, but it is basically about becoming the fullest version of a personality. It is when a person is focused on personal growth, creativity, chasing goals that feel truly meaningful. It is not about fame or money; it is about realizing one's own potential.

Maslow himself knew the hierarchy was not some rigid rulebook. He understood that life is messy, and people's needs do not always show up in that exact order. Someone might be struggling financially but still feel a deep need for creative expression. Even with its exceptions, the model offers a really useful way to think about human motivation.

Honestly, Maslow's ideas have stood the test of time because they are so relatable. They explain that tension we all feel between wanting safety and stability on one hand, and wanting to grow and become something more on the other. It is a simple framework, but it applies to real life in ways many psychological theories do not. That is probably why we are still talking about him today.

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STUDY OF THE CONTEMPORARY INTERACTIVE FORMATS IN MEDIA

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ДОСЛІДЖЕННЯ СУЧАСНИХ ІНТЕРАКТИВНИХ ФОРМАТІВ У МЕДІА

Interactive media can be considered an innovation in the media world. It is a field that is fundamentally changing how we consume information and, in itself, expanding the possibilities of the established media.

To understand interactive media, we should look at the difference between passive and active consumption. In traditional media, the user is a viewer or a reader, but still, someone who receives information. However, when a person experiences interactive media, they become a participant.

The foundation of how it works is the collaboration between a human and a machine. It is impossible to imagine even something as basic as clicking a button or moving a character, and the system responds. Because of this, because of enforced user agency, or the power to influence the outcome, interactivity becomes powerful and, truly, an essential advantage of interactive media.

There are several categories of interactive media. While video games are the most famous type, more popular and widely used ones include interactive websites, social media apps, and even educational software. Some researchers suggest that any platform where the user's choice alters the experience can be interactive.

Video games are where most of the interactive technology is used and known from. It is possible to say that this is where interactivity in technology was born and developed. Games can be divided into numerous types based on how they use their interaction abilities.

First type — action games, such as Call of Duty, which focus on fast reactions, quick decision-making, and hand-eye coordination that players must perform to succeed.

The second type is story-driven games, like The Witcher 3: Wild Hunt. Witcher focuses way more on its narrative and character development. Players can often choose dialogue options or make decisions that influence the game's story.

And third, simulation games, such as The Sims series. They allow players to control everyday activities and manage the lives of multiple characters, creating their own scenarios.

Because of these differences, interactive media in games can emphasize storytelling, strategy, testing players' skills, or giving them tools for creativity. It all depends on the game's design; however, developers usually focus on one thing.

One of the most interesting aspects of interactive storytelling in games is, to this day, its ability to have multiple story outcomes. Some modern games allow players to make decisions that significantly alter the story's direction and, by extension, broaden their perceptions of the story and its characters. In games like Detroit: Become Human, the story is shared between three characters. Furthermore, only the player's choice will determine how the story develops, which characters survive, and whether they intertwine.

To create these experiences, developers design branching narratives. That means that the story is written with multiple possible paths in mind. The process of creating those is very complex, as they must ensure that every possible path still makes narrative sense. The Writers and developers must carefully plan how each decision affects the story.

This process combines game design, storytelling, and programming, making interactive stories one of the most challenging types of modern games to create.

Another important form of interactive media is Virtual Reality, often abbreviated as VR. It uses special technology to create a fully simulated digital environment. Those technologies usually are just headsets and motion sensors. A person using them can look around and move within the virtual world. Some programs give players the additional abilities to draw or sculpt.

This level of immersion makes VR different from any traditional screen because, this time, users are literally placed inside the environment they are interacting with, which creates the illusion of actual presence in virtual space.

Augmented Reality differs from the previous examples because it does not replace the real world like VR, but instead it adds to it. When using a smartphone or AR glasses, we can download special apps that let us see digital objects in the real world.

One of the most famous examples of that is the phone game Pokémon Go, where users, by taking them to explore the world outside their homes and familiar parts of town, sometimes end up endangering themselves. However, the AR technology goes much further. It is also being researched for use in "Smart Cities" and retail, as it allows for real-time interaction with one's surroundings. For example, with a special app, a potential tourist could point their phone at a building and see its history, rather than waiting for a guide to tell them about it. Alternatively, see how a piece of furniture would look in a room before buying it. It blends the digital and physical worlds into a new experience.

As a conclusion, it is important to remember that the main advantage of interactive media is engagement. Some educational research shows that interactivity helps people learn faster and retain information longer. Moreover, the ability to leave their mark in the digital world further enhances user engagement and focus.

As technology improves, interactive media becomes increasingly common in our daily lives, both as a way to entertain ourselves in our free time and as a means to make our daily struggles or work easier. Interactive media is the exact bridge that connects human creativity with computer power, enabling more creative opportunities for everyone.

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FEATURES OF THE INTERPRETATION OF VOCAL MUSIC IN THE PRACTICE OF A CONCERT SINGER

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ОСОБЛИВОСТІ ІНТЕРПРЕТАЦІЇ ВОКАЛЬНОЇ МУЗИКИ В ПРАКТИЦІ КОНЦЕРТНОГО СПІВАКА

The main goal of a professional academic singer is to reveal and convey artistic images through vocal music.

The task of a concert singer is as follows: to show the audience a vocal work that reflects the creative idea of the composer and poet, to satisfy the aesthetic demands of the audience, to organically fit the performed work into the general artistic concept of the concert, to take into account the objective conditions and features of a particular performance, and to reveal one's individuality and creative style.

Ideally, a concert should provide satisfaction for all participants: the audience as consumers, the singer as a performer, the authors as creators, and the administration as organizers. It is this balance that indicates the best embodiment of the performer's artistic ideas in a vocal work.

Interestingly, if for an opera singer the main goal is to completely merge with his character, to try to "become him", then for a concert singer the approach to the interpretation of images can be more multifaceted. Depending on the tasks set or specific stage conditions, the singer is able to convey artistic images not only through identification with the character or reflection of his emotional essence, but also through a more indirect reproduction of various musical aspects of the work.

If an opera singer in the process of performing a vocal work acts as a first person, conveying its content from the point of view of his character, then a concert performer can quite afford to interpret the composition from the third person. At the same time, he puts into his version of the performance a meaning determined by specific circumstances. For example: the joy of performing beautiful music, the composer's ironic attitude to the text or sincere delight in what is able to give listeners a unique musical experience.

If it is possible to accurately convey the essence of the artistic images embedded in a vocal work, contact between the singer and the listeners will certainly occur, regardless of their age, social status, intellectual level or other characteristics. It is believed that a concert performer is a professional who has the necessary vocal and acting skills to reflect the artistic intentions of vocal music.

A concert singer must have analytical thinking in order to effectively transfer artistic ideas into the format of a public performance. Strong creative potential for interpreting artistic images and professional skills.

The most favorable for the realization of the singer's creative potential and the discovery of artistic images in the works performed by him are solo concerts. While working on a solo program, the singer independently determines the genre of the concert and its repertoire.