methods, trends, and controversies in contemporary research, identifies the challenges facing benefit transfer practices, and summarizes contributions to research. Thanks to this, several areas of future forecasting research in the market appear.

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METHOD OF RATING ASSESSMENTS OF TOOLS FOR CREATING WEB APPLICATIONS

The relevance of the study is due to the high demand for the use of web applications. The choice of effective technologies and tools greatly simplifies the process of creating a web application for both the contractor and the customer. After all, the choice of technologies and means of creating web applications depends on the development time and quality of the final product, its performance. In modern conditions, the tools and technologies for creating web applications are constantly updated, new ones appear, some become outdated, for high-quality work you need to have up-to-date information.

The purpose of the study is to facilitate the choice of effective technologies and tools for creating web applications. To do this, you need to complete the following tasks: familiarization with the literature; research of technologies and tools for creating web applications; comparison of technologies and tools for creating web applications; review of the method of rating assessments, development of evaluation criteria; experimental study of the method of rating assessments.

The object of research is technologies and tools for creating web applications. The subject of the study is the method of rating assessments for creating web applications.

The scientific novelty lies in the improvement of the method of rating assessments, which allows you to save development time and improve the quality of the software product by creating relevant evaluation criteria.

The methods of scientific research are the method of rating evaluations, the method of selection and the method of comparison.

Practical value of the study – the results of improving the method of rating assessments can be used by IT companies to save resources and create high-quality software products. The prospect of the study is to improve the choice of effective technologies and tools for creating web applications by introducing new selection methods.

The widespread use of web applications and the abundance of technologies and tools for creating web applications causes the problem of selecting technologies and tools for creating a particular web application. After all, the success of the web application, its security, interactivity, operability, and stability depend on the technologies and tools used.

The method of rating assessments begins with the selection of criteria for choosing technologies and tools for creating a web application, then their importance is determined. Importance is usually established through peer review. The final value of the rating is determined by summing up the products of the importance (weight) of the criterion for its expert assessment for each technology or tool for creating a web application. By calculating the rating of various technologies and tools for creating web applications and comparing the values obtained, the best technology or tool is determined. If the rating assessment of two or more technologies and tools for creating web applications according to the main criteria is the same, then the procedure is repeated using additional evaluation criteria.

The rating evaluation method used in the analysis of technologies and tools for creating web applications is a numerical or ordinal indicator of performance or popularity and shows the importance or impact of a particular object or condition.

The indicator of evaluating effectiveness and popularity at a certain point in time, which is determined by an expert opinion or sociological survey, is determined by the place it occupies among its peers. Therefore, the method of rating assessments is a system of rules and approaches to studying the effectiveness, in our case – technologies and tools for creating web applications using performance indicators by determining the place of each technology or tool in the overall process of creating a web application.

It is also effective to use monitoring, which involves several measurements of the object under study and subsequent analysis, evaluation, comparison of the results obtained to determine patterns, trends, variables and their dynamics. Therefore, the rating evaluation method is a means of monitoring technologies and tools for creating web applications, and it, like any method, is based on principles.

Scientific principles are requirements for the construction of a theory, formed as primary, underlying a certain set of facts. When characterizing different systems, the principles show those essential characteristics that are responsible for the correct functioning of the system, without which it would not fulfill its purpose.

The principles of the rating method are: consistency; logic; systematic; rationality; availability.

The method of rating assessments should take into account all the most important criteria of financial, technical and performance characteristics of technologies and tools for creating web applications.

In the process of ranking, data on the popularity of technologies and tools, the frequency of their use, the effectiveness of software products created with their help, and other indicators are used.

Improving the method of rating assessments for the selection of technologies and tools for creating web applications consists in evaluating not only technologies and tools, but also in assessing the importance of evaluation criteria. Initially, each evaluation criterion is considered from several angles, its importance for each individual project is established.

For example, one company cares about the popularity of certain technologies and tools for creating web applications, and another company is more interested in the cost of using technologies and tools for creating web applications. In this way, we will be able to more accurately select the most effective technology or tool for creating a web application for each project, developer, and company.

In the process of conducting the study, the scope of use of web applications was analyzed, the current state of tools for creating web applications was characterized, and methods for choosing effective tool technologies for creating a web application were considered. The need to improve the method of choosing technologies and tools for creating web applications was identified. The process of creating web applications is considered in detail, popular technologies and tools used in the creation of web applications are examined, and the further development of these tools is analyzed. The method of rating assessments was theoretically and methodically studied, namely, all stages of the method were examined, its advantages and disadvantages were determined, and the criteria for evaluating tools for creating web applications were considered. The methods of calculating the rating score and possible options for improving the method are considered. An experimental study of the improved method of rating assessments was also conducted. With the help of Google Forms, a survey was conducted on the evaluation of tools for building web applications and their evaluation criteria. The results of the survey were analyzed and calculated using Microsoft Excel and the adequacy of the experiment was proven.

The results of improving the rating evaluation method can be used by developers or IT specialists, IT companies to select effective tools for creating web applications. The prospect of the study is to improve the method of rating assessments by developing criteria for evaluating tools for creating web applications, this will allow choosing technologies and tools according to the necessary criteria.

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A COMBINED METHOD FOR LEVERAGING LARGE LANGUAGE MODELS IN THE ANALYSIS AND GENERATION OF CREATIVE TEXTS

The rapid development of large language models (LLMs) has opened new opportunities for creative industries, particularly in the field of literary text generation and analysis. Yet, despite their impressive ability to generate coherent text and mimic literary styles, LLMs still face notable challenges. They often produce superficial or formulaic narratives, often lack emotional depth and originality, and struggle to maintain consistency over long passages, leading to contradictions or fragmented storylines. To overcome these limitations, a combined method for leveraging LLMs is introduced. The method integrates the most effective LLMs for analysis and generation into a single workflow, ensuring higher overall quality, consistency, and adaptability of results.