

МІНІСТЕРСТВО НАУКИ І ОСВІТИ УКРАЇНИ**Рада директорів закладів фахової передвищої освіти Херсонської області****Відокремлений структурний підрозділ «Херсонський політехнічний фаховий коледж Національного університету «Одеська політехніка» (базовий заклад освіти Херсонської області)****МАТЕРІАЛИ****VI Обласної студентської науково-практичної англomовної конференції****«Mass Media: trends and future»**

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Матеріали VI обласної студентської науково - практичної англomовної конференції для закладів фахової передвищої освіти «Mass Media: trends and future» (Відокремлений структурний підрозділ «Херсонський політехнічний фаховий коледж Національного університету «Одеська політехніка», м. Одеса, 21 травня 2024 року). Одеса: ВСП ХПФК Національного університету «Одеська політехніка», 2024. 47с.

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SECTION 1

THE EVOLUTION OF MASS MEDIA: FROM ITS BEGINNING TO THE DIGITAL AGE

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EVOLUTION OF MASS MEDIA BEFORE OUR DAYS

Humanity's desire to share information and stories has a long history, predating the concept of "mass media" itself. This report chronicles the key milestones in the evolution of mass media, focusing on the period before the rise of the internet and personal computers. We'll explore how the communication technology transformed from rudimentary forms to the dominant forces of a radio, a television, and a print media that shaped the 20th century.

The earliest forms of mass communication were far from instant. Cave paintings and carvings served as a way to record events and transmit knowledge across generations[1]. The invention of writing around 3500 B.C.E. marked a significant leap, allowing for the creation of permanent records on clay tablets, papyrus, and parchment[2]. These early forms of communication were limited by their laborious production and accessibility.

The invention of the printing press by Johannes Gutenberg in 1440 ushered in a new era of mass communication[3]. This revolutionary machine allowed for the rapid production of printed materials like the books, the pamphlets and the newspapers. The printing press facilitated the spread of knowledge, ideas, and news on a previously unimaginable scale. It played a crucial role in the dissemination of information during the Renaissance and the

Reformation, empowering individuals and challenging established authorities[3].

The 19th and early 20th centuries witnessed a surge in technological advancements that forever altered the media landscape. The invention of the telegraph in 1844 enabled near-instantaneous communication across big distances[4]. The telephone (1876) further revolutionized communication, allowing for real-time voice conversations[5]. These technologies laid the groundwork for the 20th century's dominant forms of mass media: radio and television.

Guglielmo Marconi's invention of the radio in 1894 marked the dawn of the electronic information age. Radio broadcasts offered real-time news, entertainment, and educational programs directly to homes. The 1920s and 1930s witnessed the "Golden Age of Radio," with families gathering around their radios to listen to popular shows, live sporting events, and breaking news. Radio became a powerful tool for disseminating information and shaping public opinion[6].

The television arrived on the scene in early 20th century, but it wasn't until the 1950s that it truly revolutionized mass media. Television offered a captivating combination of sight and sound, allowing viewers to experience events as they unfolded. News broadcasts, sporting events, and entertainment

programs became national spectacles, fostering a sense of shared experience and cultural identity. Television advertising also emerged as a powerful force in shaping consumer behavior[7].

The evolution of mass media before our digital age reveals a continuous search for faster, more efficient ways to communicate and share information. From cave paintings to the printing press, telegraph, radio, and television, each advancement transformed how societies functioned and interacted. These advancements laid the foundation for the explosion of information in the digital age, shaping the way we consume news, entertainment, and connect with the world around us.

As a result, we highlighted the key moments in the development of mass media before the advent of the Internet. It all starts with cave painting and continues with the invention of the printing press, which dramatically increased the spread of knowledge. The 19th and early 20th centuries showed the rise of the telegraph, telephone and radio, forever changing the way people communicated. Finally, the advent of television in the 1950s revolutionized mass media with its exciting combination of picture and sound. This evolution reflects humanity's constant desire for faster and more efficient ways to share information and stories.

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FROM PRINTING MACHINE TO THE INTERNET

Media refers to a variety of communication techniques that convey information, entertainment, or a message to an audience. The history of its development very long and impressive. Starting from cave painting and rock art mankind has come to digital age.

Let observe the way of Mass Media from the invention of printing press by Johannes Gutenberg's 15th-century. Till this invention, books were handwritten and no two copies were exactly the same. Printing press altered mass communication by making books and printed materials more widely available. New transportation technologies made it easier for texts to reach a wide audience. It's hard to overstate the importance of Gutenberg's invention, which helped usher in massive cultural movements like the European Renaissance and the Protestant Reformation. [1]

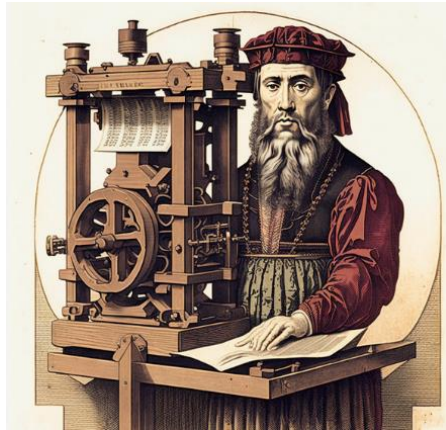


Figure 1 - Johannes Gutenberg and his printing press

In 1810, another German printer, Friedrich Koenig, pushed media production even further when he essentially hooked the steam engine up to a printing press, enabling the industrialization of printed media. In 1800, a hand-operated printing press could produce about 480 pages per hour; Koenig's machine more than doubled this rate. (By the 1930s, many printing presses could publish 3,000 pages an hour.)[1]

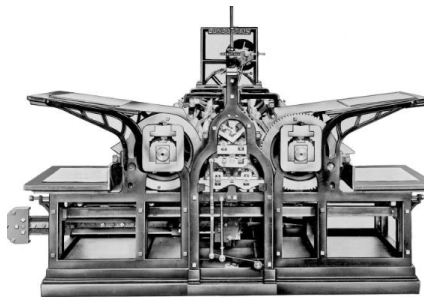


Figure 2- Friedrich Gottlob Koenig's printing machine

This increased efficiency went hand in hand with the rise of the daily newspaper. The first newspapers, such as "The London Gazette," started appearing in the 17th century and regularly updated the public with news. The newspaper was the perfect medium for the increasingly urbanized Americans of the 19th century, who could no longer get their local news merely through gossip and word of mouth. These Americans were living in unfamiliar territory, and newspapers and other media helped them negotiate the rapidly changing world. The Industrial Revolution meant that some people had more free time and more money, and media helped them figure out how to spend both. Media theorist Benedict Anderson has argued that newspapers also helped forge a sense of national identity by treating readers across the country as part of one unified community (Anderson, 1991).[2]



Figure 3 – The first newspaper

In the 1830s, the major daily newspapers faced a new threat from the rise of penny papers, which were low-priced broadsheets that served as a cheaper, more sensational daily news source. They favored news of murder and adventure over the dry political news of the day. While newspapers catered to a wealthier, more educated audience, the penny press attempted to reach a wide swath of readers through cheap prices and entertaining (often scandalous) stories. The penny press can be seen as the forerunner to today's gossip-hungry tabloids.

New media technologies both spring from and cause cultural change. For this reason, it can be difficult to neatly sort the evolution of media into clear causes and effects. Did radio fuel the consumerist boom of the 1920s, or did the radio become wildly popular because it appealed to a society that was already exploring consumerist tendencies? Probably a little bit of both. Technological innovations such as the steam engine, electricity, wireless communication, and the Internet have all had lasting and significant effects on American culture. As media historians Asa Briggs and Peter Burke note, every crucial invention came with “a change in historical perspectives.” Asa Briggs and Peter Burke, *A Social History of the Media: From Gutenberg to the Internet* (Malden, MA: Polity Press, 2005). Electricity altered the way people thought about time, since work and play were no longer dependent on the daily rhythms of sunrise and sunset.[3]

Wireless communication collapsed distance. The Internet revolutionized the way we store and retrieve information.

The contemporary media age can trace its origins back to the electrical telegraph, patented in the United States by Samuel Morse in 1837. Thanks to the telegraph, communication was no longer linked to the physical transportation of messages. Suddenly, it didn't matter whether a message needed to travel five or five hundred miles. Suddenly, information from distant places was nearly as accessible as local news.

When the first transatlantic cable was laid in 1858, allowing near-instantaneous communication from the United States to Europe, *The London Times* described it as “the greatest discovery since that of Columbus, a vast enlargement...given to the sphere of human activity.” Asa Briggs and Peter Burke, *A Social History of the Media: From Gutenberg to the Internet* (Malden, MA: Polity Press, 2005). Celebrations broke out in New York as people marveled at the new media. Telegraph lines began to stretch across the globe, making their own kind of world wide web.

Not long after the telegraph, wireless communication (which eventually led to the development of radio, television, and other broadcast media) emerged as an extension of telegraph technology. Although many 19th-century inventors, including Nikola Tesla, had a hand in early wireless experiments, it was Italian-born Guglielmo Marconi who is recognized as the developer of the first practical wireless radio system. This mysterious invention, where sounds seemed to magically travel through the air, captured the world's imagination. Early radio was used for military communication, but soon the technology entered the home. The radio mania that swept the country inspired hundreds of applications for broadcasting licenses, some from newspapers and other news outlets, while other radio station operators included retail stores, schools, and even cities. In the 1920s, large media networks—including the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS)—were launched, and they soon began to dominate the airwaves. In 1926, they owned 6.4 percent of U.S. broadcasting stations; by 1931, that number had risen to 30 percent. Asa Briggs and Peter Burke, *A Social History of the Media: From Gutenberg to the Internet* (Malden, MA: Polity Press, 2005).[3]

The advent of the internet in the late 20th century marked the beginning of the digital age, transforming the landscape of mass communication in profound ways. The internet revolutionized the way information is accessed, shared, and consumed, empowering individuals to become active participants in the creation and dissemination of media content. Digital technologies such as websites, email, social media, and streaming platforms have democratized the production and distribution of media content, giving rise to a diverse array of voices and perspectives. Social media platforms, in particular, have become powerful tools for communication, activism, and social change, enabling individuals to connect, collaborate, and mobilize on a global scale. Moreover, the digital age has disrupted traditional media industries, challenging established business models and distribution channels. Print newspapers and magazines have faced declining readership and advertising revenue, while traditional broadcast networks have grappled with the rise of streaming services and on-demand content.

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SECTION 2

THE IMPORTANCE OF MEDIA LITERACY AND CRITICAL THINKING SKILLS IN NAVIGATING THE INFORMATION SPACE

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CRITICAL THINKING DEVELOPMENT IN MEDIA CULTURE AND MEDIA STUDIES

In a surrounding environment where "everything is media" and media violence is extremely accessible to both youth and adults, it is almost impossible to limit its quantitative and qualitative consumption. Therefore, alternative critical thinking method may be more effective. It teaches adult audiences and children the basics of media literacy and media culture, and particular a critical attitude towards media violence on TV and computer screens.

"Critical thinking" is a cognitive analytical-synthesizing ability to step-by-step analyze the content and format of media texts and media resources, make judgments on logical grounds, form one's own position regarding any media text, thinking independently of existing stereotypes. Critical thinking is a key moment in the process of forming a person's media culture. That's why the development of media culture is closely connected with critical thinking. And at the same time critical thinking is the main and necessary condition for the formation of media literacy. Media literacy is a set of knowledge, skills and abilities that enable people to analyze, critically evaluate and create messages of different genres and in different forms for different types of media, as well as their impact in society [1].

A critical attitude towards media violence is considered to be the basis and fundamental element of the media culture formation among children and young people. This is a great responsibility and one of the most important tasks of raising children and youth in a media society. In a broad sense, media culture is, on the one hand, a set of means of sign systems, elements of communication, search, collection, production and transmission of information that function in society. On the other hand, it is a culture of media consumption and perception of media products by various social groups and society in general.

The concept of "media culture" can be defined in two aspects: sociocultural and psychological. First of all, media culture is a social phenomenon of production and consumption of media products, which involves interaction and communication between two social groups. Communication between producers and consumers is mediated by technical means and constitutes mass media communication. The results of the production of media products are media information, media art and media texts. Its material carriers are newspapers, magazines, photos, films, movies, discs etc. Media products are created, stored and broadcasted in the form of media tools and media technologies. All this constitutes the spiritual aspects of media culture as a whole. However, there is another psychological aspect of media culture. That is the way in which he or she consumes the media products he or she has acquired.

This aspect of media culture includes the motivation of consumption, the ability to search, perceive, analyze, evaluate, process and store information received from the media. At the same time, it also

possesses the ability to use valuable and useful information and distance yourself from negative and unnecessary one.

However, it is impossible to form a clear and correct personal media culture in a teenager having only theoretical knowledge about media culture, media literacy and critical thinking itself. The participants of the "Debate School" are very successful in acquiring practical skills and techniques in media studies using three different directions in their everyday practical activities.

The first direction is the search of information, assessment of its importance and integration of new knowledge with already acquired experience and their application in creative practice. That's why processing and practical use of media information helps them in their preparation for debates on specific topics or work on specific projects.

The second direction is the receiving of psychological protection. For example, visual images of advertising products can be used to create a different or even new subjective visual reality.

The third direction is preventive, it's so-called media hygiene. We should control the emotional stress associated with the use of mass media and the negative impact of media information on our personality.

Critics of television and film have argued that the quality of TV output has been diluted as stations pursue ratings by focusing on whatever is attractive and eye-catching, which ends up being heavily superficial. Hollywood films have changed from creating formulaic films which emphasize "shock-value and superficial thrill" and the use of special effects, with themes that focus on the "basic instincts of aggression, revenge, violence, [and] greed." [2]

In other words, in the process of using the media, we should avoid information that destroys our mind and consciousness, distorts our worldview, replaces our spiritual values and causes negative emotions. We should regulate our behavior and our mental health and shouldn't allow anybody to manipulate our own or other person's beliefs.

The participants of the "Debate School" also believe that at the heart of the media research method lies analytical constructive critical thinking. At the "Debate School" you will learn to conduct media research in a practical form of critical analysis of any media text.

This is how a critical analysis of a media text should be carried out:

- understanding and analysis of the form, genre, content and goals of media texts or other media products;
- definition of used media technologies and the purpose of their usage;
- rational evaluation and forming one's own position regarding the given media text;
- formulating conclusions and evaluating what is analyzed;
- formulating a personal attitude and own position to the media text;
- development of a critical thinking style regarding media reality in general [3].

So the main tasks of critical thinking are understanding information, its sequential analysis, integration of analyzed data, finding arguments for rational judgment, formulating conclusions and evaluating what is analyzed. Thus, critical thinking is effectively developed through practical tasks in media culture and media studies. The style of critical thinking is formed on the basis of the habit of critical thinking and self-motivation to master this quality. And at the same time critical thinking is closely connected with the formation of media literacy.

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EMPOWERING MINDS: NAVIGATING THE INFORMATION AGE WITH MEDIA LITERACY AND CRITICAL THINKING

In today's digital era, we are constantly bombarded with information from various sources: social media, news outlets, online platforms, and more. While this abundance of information can be empowering, it also presents challenges in discerning fact from fiction, truth from manipulation. This is where media literacy and critical thinking skills become invaluable.

Media literacy refers to the ability to access, analyze, evaluate, and create media content. It involves understanding how media messages are constructed, the techniques used to influence audiences, and the impact of media on society. With media literacy, individuals can navigate the complex landscape of information with confidence and discernment.

Media literacy equips individuals with the ability to access a wide range of sources and platforms, enabling them to gather information from diverse perspectives. Also, it teaches individuals to critically analyze media messages, including identifying bias, evaluating credibility, and recognizing persuasive techniques used in various forms of media. Media literacy empowers individuals to verify information through fact-checking and cross-referencing multiple sources, ensuring that they base their beliefs and decisions on accurate and reliable information.

Unfortunately, the increase in the flow of information and superficial entertainment content creates in the modern generation the need to switch their attention very often and do everything according to the least resistance, which in turn contributes to the emergence of "clip thinking" The inability to analyze information is a consequence of the fact that thanks to "clip thinking" the image does not linger in thoughts for a long time and is quickly replaced by another, as when switching channels or watching the news [3]. Often people do not think about what they are watching or reading, and only pass on information without analyzing whether it is true or fake.

As opposed to clip thinking, critical thinking goes hand in hand with media literacy. It involves questioning assumptions, examining evidence, and considering alternative perspectives. Critical thinkers approach information with skepticism, seeking to verify its accuracy and reliability before accepting it as truth. In an age where misinformation and fake news proliferate, critical thinking is essential for making informed decisions and forming well-founded opinions. By fostering critical thinking skills, media literacy encourages individuals to question assumptions, challenge stereotypes, and examine underlying assumptions in media content

The digital age has brought unprecedented access to information, but it has also led to information overload, where individuals are exposed only to viewpoints that align with their beliefs. This can hinder critical thinking and perpetuate misinformation [1]. Additionally, the rise of deepfakes, clickbait, and algorithmic biases further complicates the landscape, making it increasingly difficult to separate fact from fiction.

Despite these challenges, media literacy and critical thinking offer a way forward. By equipping individuals with the skills to analyze and evaluate information critically, we empower them to navigate the information space effectively. This not only helps individuals make informed decisions but also contributes to a more informed and engaged society.

Education plays a crucial role in promoting media literacy and critical thinking skills. Colleges and educational institutions can integrate media literacy into their curriculum, teaching students how to critically evaluate media messages and navigate online information responsibly. Beyond formal education, community initiatives, workshops, and online resources can also help promote media literacy among people of all ages.

Media literacy empowers individuals to verify information through fact-checking and cross-referencing multiple sources, ensuring that they base their beliefs and decisions on accurate and reliable information [2]. With media literacy, individuals become more resistant to manipulation and propaganda, recognizing attempts to sway opinions or manipulate emotions through misleading or deceptive tactics.

Media literacy promotes responsible engagement with media, encouraging individuals to consume, create, and share content in ways that promote informed dialogue, critical thinking, and civic engagement. It provides individuals with the tools and skills they need to navigate the information landscape effectively, enabling them to make informed decisions, engage critically with media content, and contribute to a more informed and democratic society.

Navigating the information effectively requires a combination of tools and skills that empower individuals to critically engage with media content and make informed decisions. Skepticism involves maintaining a healthy skepticism towards information and being cautious of accepting claims at face value. At the same time, open-mindedness involves being receptive to new ideas and perspectives while critically evaluating them based on evidence and logic.

There are various tools and resources available to support media literacy, such as fact-checking websites, media bias charts, critical thinking exercises, and educational materials on media literacy topics.

Conclusion. In an age where misinformation and propaganda abound, media literacy and critical thinking have never been more important. By fostering these skills, we can empower individuals to navigate the information age confidently, distinguishing fact from fiction and contributing to a more informed and enlightened society. Together, let's embrace the power of media literacy and critical thinking to empower minds and shape a better future.

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THE PROBLEM OF FAKE NEWS AND MISINFORMATION IN SOCIAL MEDIA

In our digital age, social media platforms have become powerful tools for communication, information sharing, and social interaction. However, along with their benefits, there are significant challenges. One of the most common is the spread of fake news and misinformation. In my article I would like to describe the nature of this problem, its impact on society, and potential solutions.

So, what are fake news and how do they spread? Fake news (derived from the English word "fake") are intentionally fabricated or distorted informational materials presented as truthful news. Fake news can take various forms, including false news stories, photo manipulations, out-of-context information, or the creation of fictional events. They are often spread through social networks, news websites, and other media platforms. Individuals and organization use these platforms to disseminate (distribute, overspread) misinformation, often for political, financial, or ideological reasons.[1]

It is very interesting and important for me to answer 2 questions.

The first question is - Why is the impact of negative news significantly greater than that of positive news?

Negatively colored news receives more attention, is read more carefully, and individuals try to find and assess their direct impact on themselves. At the same time, positive news cannot evoke the same level of mental excitement as a threat to survival.

The second one is - Why do people give away to collective panic and spread fake news without even confirming their truthfulness?

So, a person does not know whether what they have read is true or not, but subconscious fear has already arisen in their brain. And experiencing these emotions alone is difficult, and sometimes even impossible. Therefore, in order to rid themselves of excess "energy" and share inner tension with someone, a person spreads the news that put them in this state.

And, now, I'd like to deal with some characteristics of fake news.

1. Fake news stories are completely made up and have no basis in fact.
2. Sometimes, real events or information are misrepresented or taken out of context to create a false narrative.

3. Fake news often uses sensational headlines or content to catch attention and elicit strong emotional reactions.

4. Fake news stories may strengthen (enhance) existing beliefs or biases, making them more likely to be shared by individuals who already hold similar views.

5. Fake news sources often rely on anonymous or unreliable sources.[2]

As to the main sources of fake news, I can highlight the following:

- Some websites and blogs intentionally publish fake news for various reasons, including financial gain or ideological motives.

- Social media platforms have become major way for the spread of fake news due to their wide reach and the ease with which information can be shared.

- In some cases, foreign governments or organizations may extend fake news to influence public opinion or sow discord in other countries.

- Sometimes, individuals may create and share fake news for personal reasons, such as seeking attention or promoting a particular information. [3]

Some examples of fake news:

Fake - "COVID-19 Cure". Spreading information that certain drugs or methods, which are not actually related to COVID-19 treatment, are effective. People may believe in false treatment methods, stopping the use of medicine that could actually work. This can lead to a threat to health and life.

Fake - "Vaccination Threat". Spreading claims about the dangers of vaccination, statements about possible harmful health consequences. Decrease in vaccination rates, leading to an increase in disease cases that could have been prevented by vaccination.

Fake - "Criminal Events at College". Spreading information about fictitious crimes or events at a university. The consequences are panic among students and faculty, damage to the institution's reputation, possibility of unjust criminal charges being filed.

Fake - "Ecological Disaster". Spreading fabricated reports of an ecological disaster, such as radiation leaks or chemical spills. As a result, mass evacuation, economic damage to local businesses, psychological impact on the population.

Some words about the impact of fakes on society. Fake news destroys trust to credible sources of information, including traditional media outlets and reputable institutions. They can contribute to division within society by reinforcing existing biases and spreading misinformation. False news can be used to manipulate public opinion, influence elections, or incite social unrest. Fake news can have economic consequences, such as affecting stock prices or damaging the reputation of businesses and individuals. And, in some cases, they can pose public safety risks by spreading false information about health emergencies, natural disasters, or other emergencies.[5]

The spread of fake news and misinformation in social media can have extensive consequences for individuals, communities, and societies. It undermines trust in traditional sources of information and increases divisions in society. False information can also lead to real-world consequences, such as public panic, social unrest, and even violence.[4]

The ability to filter information in social media poses significant efforts. The volume of content on these platforms makes it difficult to identify and check every piece of information effectively.

Moreover, the viral nature of social media means that false information can spread rapidly before it can be debunked.

Solving the problem of fake news and misinformation requires a multi-faceted approach involving various stakeholders engagement, including social media companies, governments, fact-checking organizations, and individual users. Social media platforms can implement measures such as algorithms to detect false information, promoting media literacy among users, and fostering a culture of responsible sharing. Governments can enact regulations to hold platforms accountable for the spread of misinformation and promote transparency (clearness) in online content. Fact-checking organizations play an important role in verifying the accuracy of information and debunking false information. Finally, individual users should critically evaluate the information they get online and refrain from sharing unverified or doubtful content.

And some words about spotting false information. Anyone can fall for false information online. There are a number of things to watch out for when evaluating content online. First of all, check if the social media account sharing the post is verified. Then check the source of the story. Is it a credible/reliable source? If you are unfamiliar with the site, look in the about section or find out more information about the author. Check the entire article, many fake news stories use sensationalist or shocking headlines to grab attention. You can check other sources. Stories with false information often contain incorrect dates or altered timelines. It is also a good idea to check when the article was published, is it current or an old news story?[6]

At the end of my article I'd like to give some information about useful resources. They aimed at enhancing media literacy among the general public. And fact checking sites that help the users to discern between factual content and misinformation.

Be Media Smart – www.bemediasmart.ie #StopThinkCheck

Developed by Media Literacy Ireland, Be Media Smart offers useful tips and guidance on how to define the difference between reliable and accurate information and or deliberately false or misleading information.

Media Literacy Ireland – www.medialiteracyireland.ie

The MLI offers useful media literacy resources, research, and news.

Fact checking sites:

PolitiFact: politifact.com

Fact Check: factcheck.org/

BBC Reality Check: bbc.com/news/reality-check

Channel 4 Fact Check: channel4.com/news/factcheck

Reverse image search from Google: google.com/reverse-image-search

The problem of fake news and misinformation in social media is a complex and common issue with profound implications for society. Considering this problem requires collaborative efforts from all stakeholders, including social media platforms, governments, fact-checking organizations, and individual users. By working together to promote transparency, accuracy, and responsible behavior online, we can facilitate the harmful effects of fake news and misinformation and educate a healthier information space for all.

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THE RISE OF ATTENTION SPAN KILLERS

Over the years, the bar for what can be considered entertaining and stimulating content has only gotten higher. Believe it or not, there was a point in time where people would go out of their way to listen to the radio. Now, we just have them in our cars to use as background noise.

Short-form video content has become increasingly popular in recent years, especially during the Covid pandemic (which forced people to stay home and have nothing but internet activity), with platforms like TikTok, Instagram Reels, Facebook Reels, YouTube Shorts dominating the digital landscape. These bite-sized videos, typically ranging from a few seconds to a few minutes in length, have captured the attention of millions of users worldwide. However, as our consumption of short-form video content continues to rise, it is important to understand its impact on our attention span and how to deal with it.

As you look back at the various forms of entertainment over the years, you may begin to notice a pattern: an ever-increasing amount of flashiness and stimulation to keep people engaged with what they're watching. This, of course, leads to extremes. Big movies are getting longer and longer to satisfy fans of longer media. But what's on the other side of the spectrum? 15-minute videos turn to 10-minute videos, then 8, 6, 4... then we begin to enter the form of content known as "shorts," short-form content.



Figure 1-The evolution of short-form video platforms.

Short-form video platforms have experienced exponential growth in recent years. According to a report by App Annie, the global time spent on short-form video apps grew by 210% in 2020 alone. This surge in popularity can be attributed to several factors, including the widespread availability of smartphones with high-quality cameras, the rise of social media platforms that prioritize video content, and the increasing demand for easily consumable and shareable content [1].

Social media platforms are masters of manipulation. Their algorithms learn our preferences, feeding us content that keeps us engaged. This can be a positive force, introducing us to new ideas. But it can also create echo chambers, reinforcing existing biases and making it harder to focus on anything outside our curated feeds.

Short-form video content is designed to capture attention quickly and deliver information or entertainment in a concise manner. While this could be beneficial in some cases, it can also lead to a phenomenon known as “**continuous partial attention.**” **Continuous partial attention** refers to the state of constantly dividing one’s attention among multiple tasks or stimuli. When consuming short-form video content, individuals are often simultaneously engaging with other forms of media or distractions, such as scrolling through social media feeds or multitasking on their devices. This constant switching of attention can lead to a decrease in focus and concentration, ultimately impacting our ability to retain information and engage in deep thinking [1].

Though Multitasking and CPA as a whole have the difference (figure 2), multitasking is supposed to give result, while CPA doesn’t have clear actions involved.

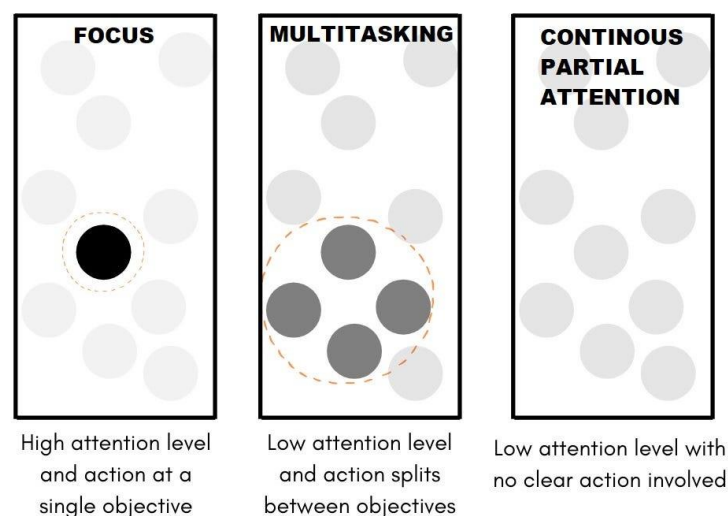


Figure 2 - Difference between multitasking and CPA explained.

The constant need to "one-up" the previous post with flashier visuals and shorter attention grabs creates a vicious cycle. Creators resort to sensational content to stand out, further reducing the average attention span needed to consume it. The biggest advantage of short-form content is that it gives creators the best results with the least effort, making it preferable over normal and lengthy content.

The rise of short media content impacts children the most because they're like sponges – suck up everything as they grow, and when everything they experience is mindless scroll, it leaves huge "scars". Modern children, Gen-Z, were born with gadgets: exposed to the short form media and tons of junk content at a very young age, and uncontrolled consumption of which strongly impacts the ability to learn and communicate. More and more kids are turning into iPad children, as the average screen time of kids has been steadily increasing in the last 15–20 years. There are various reasons for this trend, from weather conditions and safety concerns to increased accessibility of technology [2]. But this is mostly the fault of irresponsible parents who instead of communicating and playing with their children just "shut up" them with gadgets so as "not to disturb", which then causes serious consequences: brain-developing, mental and physical problems for the rest of children's lives, including enormously small attention span and the lack of basic skills.

According to Erikson Institute report from 2016, which was based on a survey of over 1,000 parents of children under the age of 6:

- 78% of surveyed parents allow their children to watch TV at home
- 53% allow tablets and e-readers
- 42% let their children use smartphones
- Only 15% of the parents said their children didn't have access to technology at home

Technology usage in children is not only growing in the number of kids who use a device, but also how much they use those devices [3].

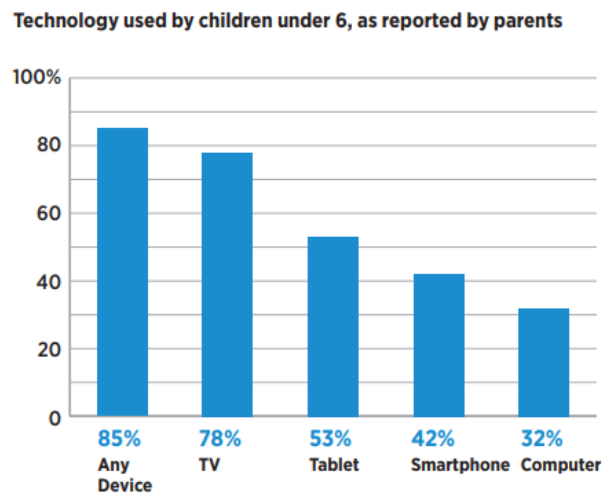


Figure 3. Technology used by children under 6, as reported by parents.

The problem of attention span has changed for the worse very rapidly:

- The attention span of a Gen Z individual is around 8 seconds, similar to that of a goldfish.
- Millennials have an average attention span of 12 seconds.
- Baby Boomers have an average attention span of 20 seconds.
- The Silent Generation (born between 1925 and 1945) has the longest attention span among all generations, with an average of 25 seconds.

- A study conducted by Microsoft found that the ability to multitask decreases with age. People aged 60 and above perform poorly in tasks that require dividing their attention between multiple sources [4].

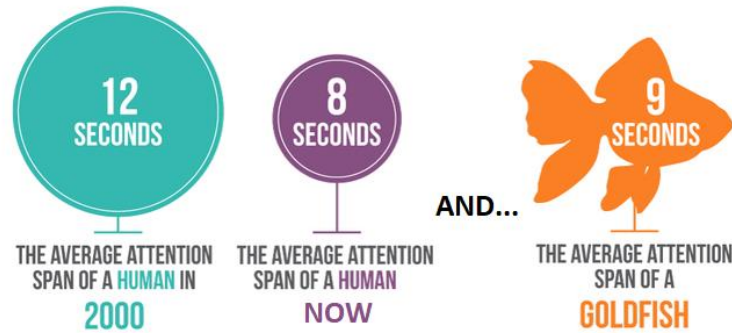


Figure 4. Average teenager attention span in 2023

Hopefully, there are several ways to improve attention span that are worth considering. For example, reading books or long-form articles requires sustained focus and concentration, which can help counteract the fragmented attention. Another way to boost your attention span is by getting enough sleep.

Sleep is crucial for the brain to function at its best, and a well-rested mind is better able to concentrate and stay alert. Reducing distractions is also essential: try to minimize interruptions and limit multitasking as much as possible. When you're working on a task, try to stay focused on that task alone. Taking breaks when needed is another effective way to improve attention span. Studies have shown that taking short, regular breaks can help improve focus and productivity [4].

In conclusion, the rise of short-form video content has had a significant impact on our attention span. The addictive nature of binge-watching and scrolling, coupled with the constant stream of short-form video content on social media platforms, has led to a decrease in our ability to focus and engage in deep thinking. While short-form video can be a valuable tool for entertainment and information, it is important to consume it responsibly and set boundaries to maintain a healthy balance in our digital lives. By understanding the impact of short-form video on our attention span and implementing strategies for managing its consumption, we can navigate the digital landscape more mindfully and ensure that we are using technology in a way that enhances our overall well-being. But ultimately the best cure from all of the digital problems is to spend more time outside.

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DRAWBACKS OF SOCIAL MEDIA NETWORKS

In the past, the media was less developed, before you could find out news from newspapers and magazines. In order to get to know some news, you had to wait for the newspaper to be printed, until it reached your store, and only then to buy it, which took at least 12 hours from the event that happened. Therefore, it was possible to figure out some news through "Sarafane radio" earlier, it arrived faster than anything else. But it was not 100 percent true. Now digital technologies are replacing paper newspapers because it is much more convenient for people to find out all the information in one click instead of waiting for confirmation. And has something changed now in the age of digital technologies? To what extent can you trust everything that is written on the Internet? How does the Internet affect a person? We will analyze everything in this article.

Social networks are an integral part of the life of a modern person. Their tentacles cover all areas of life, from personal communication to political processes. However, are they really a tool for unification and development, or do they lure us into virtual shackles, destroying the individual and destabilizing society?

Communication without borders, but is it real?

Social networks give the illusion of connection. We can communicate with friends who live thousands of kilometers away, find like-minded people from all over the world. However, is it really a deep and sincere connection? Aren't we losing real communication by immersing ourselves in virtual conversations?

Close friends maintain a strong relationship and commitment when they are separated by geographic distance and they find their usual ways of relating before they leave their home countries easy to resume when they see each other again. The advantage of technology greatly improves how friends maintain their relationships and keep in touch with each other. They are satisfied with a variety of communication media, but they still prefer face-to-face communication because of how they typically express feelings. [1]

Information maelstrom: where to look for the truth?

Social networks have become the main source of news for many people. However, the avalanche of information that falls on us often contains fakes, propaganda and manipulation. How to find the truth in this informational frenzy?

Here are 8 tips on how to avoid fakes:

1. Check the source:

Check the web address for the page you're looking at. Sometimes, fake news sites may have spelling errors in the URL.

2. Check the author:

Research them to see if they are credible – for example, are they real, do they have a good reputation, are they writing about their specific area of expertise, and do they have a particular agenda?

3. Check other sources:

Is other reputable news or media outlet reporting on the story? Are credible sources cited within the story?

4. Maintain a critical mindset:

A lot of fake news is cleverly written to provoke strong emotional reactions such as fear or anger.

5. Check the facts:

Credible news stories will include plenty of facts – data, statistics, quotes from experts, and so on. If these are missing, question why.

6. Check the comments:

Even if the article or video is legitimate, the comments below may not be. Often links or comments posted in response to content can be autogenerated by bots or people hired to put out misleading or confusing information.

7. Check images are authentic:

Images you see on social media could have been edited or manipulated. Possible signs include warping – where straight lines in the background now appear wavy – as well as strange shadows, jagged edges, or skin tone that looks too perfect.

8. Use a fact-checking site:

Some of the best known include: Snopes, PolitiFact, Fact Check, BBC Reality Check.

Another aspect can have a destructive effect: cyberbullying, addiction, personality degradation.

Social media can become a platform for harassment, bullying and other forms of online cruelty. Addiction to social networks harms mental health, reduces productivity and leads to personality degradation. As described in this article, we can see the number of children who are bullied.

A survey on 23,420 children and young people across Europe (Livingstone et al., 2018) found that 5% of respondents were being cyberbullied more than once a week, 4% once or twice a month and cyberbullied. Different results came from a recent meta-analysis which shows a high prevalence of their problem in all countries: approximately, 40% and 55% of students are involved. [2]

We propose how to prevent cyberbullying.

You should protect your passwords, keep clear records. Do not respond and do not retaliate, block cyber bullies with user settings. Inform the site of administrators about cyberbullying. Remember that you are not alone. Contact law enforcement if you feel threatened. Manage your privacy settings online.

Social media is a powerful tool that can bring both good and evil. It is important to be aware of their impact on our lives, use them responsibly and protect our personality. We should not become slaves of the virtual world, but use it as a platform for development, communication and self-realization.

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SECTION 3

IMPACT OF SOCIAL MEDIA ON THE MODERN SOCIETY

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STRATEGIC INFORMATION WARFARE - A NEW FACE OF WAR

Today, information is our everyday life. We live in a rapid, boundless and fast-moving information flow.

Accessibility, a huge volume and the opportunity to learn what we are interested in, and even more - this is what the modern information world is.

Information regulates all public, political, social, economic relations, influences the masses, manipulates consciousness, with its help you can achieve anything: destroy an opponent, eliminate competitors or start a war.

Considering the role of information in the modern world, the American researcher McLuhan put forward an interesting thesis: "Truly total war is a war with the help of information." [1]

Today, information warfare has become one of the most dangerous weapons in which slander, dirt, false information and misleading information are used.

It is obvious that the information war is an integral part of the ideological struggle. Such wars do not lead to bloodshed, destruction, victims, but at the same time, the destruction caused by information wars exceeds the scale and importance of the consequences of armed wars in the psychology of society.

I offer a small excursion into history, which gives an idea of the nature of information warfare.

Thus, in 500 BC, the military strategist and politician Sun Tzu wrote the book "The Art of War", in which certain elements of the application of information wars were characteristic.

In the era of Antiquity, the information process was carried out with the help of scientific knowledge, writing, art, and architecture appeared.

The main carriers of this period were animal bones and skins, dishes, stones, papyrus. It was the priests and scientists who were in the vast majority the producers of information.

In ancient Rome, politicians and military leaders Julius Caesar, Marcus Cicero, and Marcus Aurelius successfully used information technology against their political opponents and external enemies.

In the Middle Ages and the Renaissance, an important role was played by the church, which also became a participant in information wars. Propaganda and psychological warfare begin to appear. The mentioned tools are actively used by the leaders of the Vatican.

In particular, father Urban II (1095) used (through bishops, cardinals, priests) to spread calls for holy war in order to prepare crusades aimed at liberating Jerusalem.

During the struggle of the Catholic Church with the Reformation under the Vatican (1622), the "Congregation for the Propagation of the Faith" was created, which actually became the first historically recorded center for training and conducting informational and psychological special operations.

It is associated with the names of Martin Luther, John Calvin and Ulrich Zwingli. Their informational attacks were based on public exposes, printed pamphlets, and theological disputes with opponents. The essence of this struggle is directed against the Catholic Church and papal authority.

Kievska Rus made a significant contribution to the practice of information warfare. In particular, many historical facts are known, when the Kiev princes defeated their enemies not with weapons, but with disinformation, psychological pressure, bribery and negotiations.

Among the famous Kiev princes Svyatoslav, Olga, Volodymyr Velykiy, Yaroslav Mudriy, Volodymyr Monomakh used such technologies during military campaigns and when solving internal political problems.

Such wars were especially actively waged against the princes of Byzantium, Islamic states, nomadic tribes of ancient Turks, etc.

At the end of the Middle Ages, during the Renaissance, a new method of information dissemination appeared in Europe - printing, which later became the first global mass media technology. [2]

The first book was printed by Johann Gutenberg in 1452, it was the Bible.

All the leading world conflicts of the 19th century. were necessarily accompanied by information confrontations using such a tool as the press, which has become the second global mass media technology.

This term itself comes from the name of the first mass newspaper "La Presse", which began to be published in 1831.

For the first time, the concept of "information warfare" was established in the directive of the US Department of Defense DOD S 3600.1 dated December 21, 1992, where it was considered as a type of electronic warfare.

Further, in the report of the American corporation "Rand" MR-661-OSD "Strategic information war. The new face of war" (1996 p.) the term is used - "strategic information war (information confrontation)", which defines. as a war using the global information space and infrastructure of the state to conduct strategic military operations and increase influence on its own space. [3]

Masked propaganda has always existed. Here are examples, facts of the information war that was fought many years ago.

In the 1940s, the United States invented Captain America

Yes, the role of this iconic character was to improve the reputation of the US Army. It was necessary to motivate young people to more willingly join the ranks of the armed forces - for this, a national hero-patriot was created.

Captain America was the most popular character during World War II: he was often portrayed by the troops fighting against the Hitlerite coalition.

British propaganda in the First World War.

Have you heard the story about the crucified Canadian soldier? According to this myth, during the Battle of Ypres on April 24, 1915, German soldiers captured and crucified a Canadian Corps soldier. For the first time a note about this event appeared in The Times on May 10, 1915 under the title "Torture of a Canadian officer".

Stories about the brutality and atrocities of German soldiers were no less revealing from the point of view of counter-propaganda and myth-making. Sometimes in the newspapers of the 20th century, there were real and sometimes fake stories about shootings of nurses, violence against nuns, murders of children, shots in the back, etc.

The French Revolution

The image of the French Revolution and its subsequent transformation into the Napoleonic Empire was also created and shaped by individual people. At that time, information about the idea of freedom, equality, economic and political progress spread, allegedly to Napoleon's liking, in the societies of monarchical countries with which wars were fought. In this way, the French emissaries undermined the internal strength and unity of the enemy.

Napoleon's army headquarters was accompanied by its own printing press to support the morale of the troops. To influence the enemy, there were such newspapers as: "Courier of the Italian Army", "France through the eyes of the army", "Journal of Bonaparte and Virtuous People", "Egyptian Courier". This press published stories that justified the invasion and portrayed the French as allies or liberators rather than enemies.

A pseudo-English newspaper was also published in Paris, which was personally controlled by Napoleon.

Martin Luther's influence on the masses as an example of information warfare

The king is useless here. It is about a Saxon monk who started a movement against the Catholic Church that changed the history of Europe.

He fought for the papal throne mainly with editions of the Bible. To do this, Luther translated it into a German language accessible to people. His theses and pamphlets were printed in huge numbers and instantly became popular. [4]

Soviet Union, by the way, interpreted the concept of information war quite peculiarly.

It was called a subversive activity of imperialism in the sphere of social consciousness, a means of the bourgeoisie to destroy the social consciousness of its opponents. It followed that the USSR does not wage information wars and cannot wage them as a bulwark of peace.

Ideological lies gave birth to nonsense, because it turned out that the information war is a one-sided war: there is an aggressor, but there is no victim.

Meanwhile, the Soviet Union, as was said earlier, was still conducting, and quite actively, information wars.

It can be noted that many modern wars begin precisely with information wars and are used at the international level.

Yes, Russia has been aggressively attacking the territory of Ukraine for more than two years. Since February 24, 2022, information warfare has become an integral part of a full-scale Russian-Ukrainian war.

However, in addition to fighting in various cities of Ukraine, Russian propaganda is waging an information war, trying to panic people and discourage them.

With the help of online publications, television and other mass media, the Russian is waging an information war against Ukrainian society, releasing propaganda that does not correspond to reality.

Russia constantly provokes the Ukrainian authorities with loud statements and simply insults Ukrainians in its information materials.

Either Ukraine steals gas, or Ukrainians are called Little Russians, or all Ukrainians have sold themselves to the Americans. And surprisingly, it works! Russians are "not a brotherly people", they are beginning to hate Ukrainians.

And if at the beginning of this war ordinary citizens were indifferent, now contemptuous attitude is manifested at the level of the masses.

Russia deployed it on an unprecedented scale - both internally, directed against its own population, and externally - with the aim of influencing public opinion in Ukraine and desperately seeking allies abroad.

In this aspect, it is impossible to avoid Russian cyberattacks.

The consequences of Russian cyber activity are so far less tangible than the results of traditional military actions: the realities of the Russian-Ukrainian war emphasize this once again, however, ensuring the national security of the state is impossible without paying attention to the risks associated with the possibility of waging an information-technical war.

In the information and psychological war, the Russian Federation uses various ideologues, supplementing the picture with populism and emotional pathos.

The methods of Ukrainian resistance in the informational and psychological warfare include the incessant correction and establishment of facts about the Russian invasion, including, not least, about the person of President V. Zelenskyi, the work of the Center for Countering Disinformation at the NSDC of Ukraine. , legislative changes aimed at preventing propaganda of the actions of the aggressor state and gradually solving the issue of monumental propaganda.

Countering the information and technical aggression of the Russian Federation is carried out by the forces of the subjects of the national cyber security system and civil society, which effectively operates in cyberspace. [5]

Information warfare is a comprehensive, holistic strategy driven by the ever-increasing importance and value of information in matters of command, control, and policy.

Given that information wars are a global problem, many projects of information and educational work have been developed and implemented in the world, which can serve as an example of a successful fight against misuse of information. Here are some of them:

- StopFake.org – a project created in Ukraine to expose fake news that has been spreading since the very beginning of Russian aggression.
- EUvsDisinfo – a project funded by the European Commission and aimed at identifying and exposing disinformation and propaganda from countries trying to interfere in EU affairs.
- The Syrian Archive is a project aimed at preserving video and photo materials that allow the investigation of crimes against humanity occurring in Syria.
- FactCheck.org - a project created in the USA to check facts that have become the subject of discussions and misinformation during political campaigns.
- NewsGuard - this project was also created in the USA to help Internet users distinguish reliable news sources from fake ones.

Therefore, one of the most important tasks of every Ukrainian is the ability to detect informational influence, informational and psychological operations and resist them.

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BENEFITS AND LOSSES OF SOCIAL MEDIA

In the past decade, social media has experienced an exponential rise, transforming the way we interact with others and the world around us. Platforms like Facebook, Twitter, Instagram, and TikTok have become an integral part of our daily lives, altering social dynamics and influencing various aspects of society.[2] While it has brought about many positive changes, such as the democratization of information and increased connectivity, it has also had negative effects, such as the spread of misinformation and the amplification of hate speech. In this article, we will explore the impact of social media on society and the various ways in which it has shaped our lives. [1] We will start with the advantages of social media.

Building relationships and staying connected. Social media can make it easy to find groups of like-minded people or make new friends. Finding a close-knit community can help us feel valued and accepted. Social media is also an easy way to nurture existing relationships with family and friends who have moved away. Send messages, share photos, call, or host video chats to stay in touch. On social media, you can reach out to new connections and start developing relationships with them as well. Whether they live nearby or on the other side of the world, you can easily communicate and share content. This level of connectedness is a unique advantage of digital media.

Finding your voice. People of all ages can use social media to develop a platform with a larger audience than they would have in any other setting. This can help individuals build confidence, gain new communication skills, and quickly spread positive and important messages. Take TikTok, for instance. Teens and young adults have successfully grown enormous platforms where their messages reach thousands or even millions of people regularly.

Spreading news. News from just about any part of the world can spread like wildfire on social media. While this can be overwhelming at times, it can also keep us in tune with important events. This can be an outstanding benefit if you need to get the word out fast about something. For example, if someone from a small town lost their dog, they could get the message out on social media. Everyone in the area could keep an eye out and report back with information instantly.

Building a business. As a new business that wants to get the word out about your impressive offerings, you can use social media to build an interested audience. Share valuable content and establish a brand voice that resonates with your target consumers. Social media is also an excellent place for more established businesses to grow and sell through marketing and advertising. [3]

Besides a lot of benefits of social media, there are also disadvantages.

Cyberstalking and harassment. The anonymity of social media makes it easy for individuals to stalk and harass others online. Cyberstalking and harassment can be traumatizing for victims and can lead to severe legal consequences for the perpetrators.

Comparison and envy. Social media often encourages people to compare themselves with others, leading to feelings of envy and dissatisfaction. This can harm mental health and well-being and can lead to depression, anxiety, and other psychological disorders.

Polarization and echo chambers. Social media algorithms reinforce existing biases and create "echo chambers", where people only see content that confirms their existing beliefs. This can lead to polarization and a lack of open-mindedness, ultimately leading to an unhealthy society.

Social isolation. Social media can make it easy for people to connect with others, but it can also lead to social isolation. People tend to spend more time online than in person, leading to feelings of loneliness and social disconnection.[4]

Social media has revolutionized the way we connect with each other, but it has also led to negative impacts on mental health, privacy, and the spread of misinformation. However, social media can also be a powerful tool for activism, education, and social change. Balancing social media usage and staying informed about emerging trends and challenges can help users navigate the complex landscape of social media. [2]

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HOW SOCIAL MEDIA INFLUENCES SMALL BUSINESS DEVELOPMENT

Every successful start-up businessman should know what product he is creating. He also should choose target audience and set up his production. There should be the need for his product and he

should be ready to satisfy this need. Start-up businessman should be ready to face the problem of marketing on his finishing line in the world of business. Simply speaking he should promote his product to the masses.

Nowadays, social media reach a huge number of people because it is really necessary: we keep in touch with each other, we express ourselves, we learn new and useful information for us and in general we are socially active. And, naturally, based on the above facts, a budding businessman for the promotion of his product will prefer advertising in social media. Why not choose advertising on television, radio, blogs, billboards or print advertising in general? Because all these options are not covered by a very important element of advertising today - cookies. When we perform an action on a website, such as adding a product to the basket or entering account login details, the server records this information in a cookie and sends it to the browser along with the page. These cookies are needed to personalise advertising. With cookies, social media can remember which videos and posts you've watched and what you've liked or clicked "not interested" on, so they can soon offer you related products in the form of adverts based on the information they receive. They analyse your behaviour, such as how many times you visited a particular page or how much time you spent on it [1]. And that's why businessmen most often choose social media advertising, because then they have a guarantee that their adverts will be seen by someone who needs their product. This whole cookie analysis applies not only to social media, but also to web sites, mobile games and Youtube videos.

Social media marketing (SMM) opens new horizons for business development. Firstly, a communication link is created between producer and consumer, which fosters trust and loyalty. Respond to comments, answer questions and share real stories with your business account followers. Second, the available facts about SMM set the stage for business owners. For example, Meta data shows that 83% of Instagram users say they discover new brands when using the platform. These users are then able to share posts with friends, which further increases brand awareness [2].

By the way, it is an interesting fact that 69 % of seafarers and students of marine industry do not plan to spend their whole life in voyages, but plan to earn start-up capital - "safety cushion", on which they will open their own business and will not spend half of their life at sea. 69 % - these are not invented numbers, I have conducted a survey among 30 seafarers and students and the statistics show that most of them want to start a small business, which may not have a profitability comparable to a seafarer's salary, but they will be able to spend more time with their family.

In support of the foregoing, there are real examples of how social media promotion has helped businesses grow.

Blendtec, known as "The World's Most Advanced Blender," was created by inventor and entrepreneur Tom Dixon. He launched a video campaign called "Will It Blend?" and it quickly went viral. Everything from hockey pucks to rake handles were put into a blender and turned into puree. The "Will it blend" campaign racked up millions of views on YouTube, where the brand currently has 878,000 fans.

Airbnb is known for its skillful use of user-generated content in its Instagram marketing campaigns. A large part of the rental company's social media strategy involves beautiful, professional-quality photos that users have taken of their temporary homes. Among companies that use social media marketing effectively, Airbnb ranks high on the list of those that simultaneously use multiple social media platforms to their advantage [3].

To summarise, it is clear that social media has a huge influence on the growth of small businesses. Social media advertising is a revolutionary solution that provides a myriad of ways to interact with audiences. For all its advantages, SMM is coming out on top among all other advertising options, even though SMM managers need to always be prepared for changes in the social media sphere.

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SOCIAL NETWORKS IMPACT ON TEENAGERS

Social networks have become part of everyday life. A huge number of people regularly update their pages. Often they don't need to do it, and they seem to have an addiction. Some fans of social networks update their accounts even in bed before getting up in the morning.

It can be argued that social media has become an integral part of everyday life for teenagers and young adults. Many young people have not seen the days when there were no social networks, and a significant number of college teenagers have no idea of the impact these networks can have on their mental health.

There is growing concern among scientists around the world about the impact of digital technologies on the emotional well-being of teenagers. They worry about fears, anxiety and depression. The two mental health categories such as anxiety, and depression are usually considered together because they share significant overlap in symptoms and comorbidity. Recent research has certainly taken into account the interactive nature of new media, especially social networks, and their impact on anxiety and depression. A growing number of psychologists prove the link between digital media and both anxiety and depression [1].

Social media and well-being. Research by British scientists from the University of Essex found that the more time 10-year-olds spend on social media, the more their mental well-being deteriorates between the ages of 10 and 15 [1]. The same study also found that girls are more affected by social media than boys, this is because young girls are more sensitive to social comparisons. Another study conducted in the US confirmed that teenagers' certain brain areas were activated when they were liked by someone else on social networks. When teenagers see a lot of "likes" on their posts, their brains react in the same way as if they win money.

Mental health. Young people's use of social media has a significant impact on their mental health. Because their brains are still developing, exposure to large amounts of social media content can be negative and can harm future mental well-being. In addition to mental health risks, teenagers who use social media are also at risk of cyberbullying. Due to the influence of social media, teenagers can experience several mental health problems.

Depression. Although social media has not been conclusively proven to cause depression, scientists have determined that it exacerbates certain symptoms, such as social isolation and loneliness. Another study conducted by American scientists found that the use of several social networking sites indicates a higher risk of developing depression [2]. Teens and young adults have a wide variety of social media platforms to choose from. They can have accounts on multiple sites at the same time, such as: Facebook, Twitter, Instagram, TikTok, YouTube, Pinterest. The use of these sites can harm the self-esteem of young people. Social networks show young people how other people live, and they can constantly compare themselves with others. This can lead to feelings of inferiority and insecurity, lead to low self-esteem, and constant self-doubt.

Anxiety. Many young people and teenagers may experience increased anxiety related to social networking. They may feel pressured to constantly post perfect photos and write idealized posts to go along with the photos. Following the unspoken rules of social media can be difficult, and as a result, teenagers begin to experience high levels of anxiety. Young people are constantly bombarded with information about what their friends and idols are doing, and this can make them feel lonely. And, if their posts don't get enough "likes" and comments compared to their friends, young people can feel unwarranted, unfounded anxiety and begin to think they're not good enough.

Lack of sleep. Social networks are addictive, and teenagers can be so engrossed in posting and communicating with friends that they don't control the time, which can lead to sleep disturbances. Although it is not a threatening mental disorder, social networks can still have a significant impact on sleep quality, which in the future can cause mental health disorders. Lack of sleep can affect many areas of a young person's life. Her/his self-esteem may decrease, she/he may be too tired and moody during the day, and it becomes difficult to concentrate. Some researchers have also found that increased time spent in front of a computer monitor screen or smartphone display is associated with the development of symptoms of attention deficit hyperactivity disorder (ADHD), including lack of sleep, and impaired ability to concentrate on important things [3].

The positive impact of communication in social networks. It would be completely wrong to claim that social networks are only a danger to the psyche of a teenager. There are many ways that today's computer technology, including social media, can have a positive impact on teenagers' lives. It all depends on how the following technologies are used.

1. **Research and critical thinking.** The Internet provides access to many information resources that will help children and teenagers learn a lot of interesting and useful things. This can come in handy while studying at college or for exploring areas of interest. It is also worth teaching teenagers how to analyze information in order to choose reliable sources.

2. **Socialization and community.** Social media can help maintain connections, allowing teenagers to stay at home but still have contact with other family members or friends who don't live nearby. In addition, teenagers can interact with others in their age group by playing online games and learning to play as a team. It's rather easy to find some people from different countries to speak with. Having some online friends from England, teenagers can improve their English skills.

3. Self-expression. Teenagers can learn to share their thoughts online, which is a powerful tool for becoming self-confident. They can learn to relate to others and appreciate other viewpoints or opinions different from their own.

4. Creativity and research interests. In many ways, modern technologies promote creativity and learning new skills with the help of special programs for different ages. Teenagers can explore different areas of life that they are interested in, for example, learning to play a musical instrument, writing texts on a given topic, or learning information for beginners related to various subjects.

5. Organization and self-organization. Computer technology can be useful for organization and planning. For example, group texting is convenient for making communication easier and keeping others informed quickly.

Social media can have a huge impact on the mental health of teenagers. Sometimes such websites can lead to depression and anxiety, because teenagers tend to compare themselves to others, and this can damage their image and activities. Many studies have shown that excessive use of social media can harm the mental health of teenagers, so their use can be always under control.

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SOSIAL NETWORKS AS AN INFLUENTIAL ELEMENT OF TODAY

In the modern world, social networks have become an integral part of the lives of billions of people. They have not only changed the way we communicate, but also deeply influenced our way of thinking, politics, economy, culture, and even directed the directions of our thoughts and shaped the rules of personal relationships [1]. They not only penetrate but also intervene and influence the lives of everyone.

One of the most noticeable impacts of social networks is how they have changed the way we communicate. Thanks to platforms such as Facebook, Twitter, Instagram, and TikTok, we can instantly connect with friends and family who live far away, share news, thoughts, and photos, as well as participate in groups and communities that match our interests [2]. We can follow the lives of other people, stay informed about major events, sitting at home or on a bus, leaving advice or comments,

without personal interaction.

This connection can be beneficial for maintaining communication with loved ones, expanding our circle of communication, and learning new ideas. However, it can also lead to feelings of isolation, cyberbullying, and the spread of misinformation [3]. More and more adolescents are losing communication skills; sitting in a park or cafe, they are afraid to look into each other's eyes, ask the right questions, or just support each other with words. The best option that young people know is a picture or emoji instead of live words. The most common way to greet someone on holidays has also become poems with a picture downloaded from the internet. Modern people increasingly prefer bright and soulless GIFs because it's easier, doesn't require brainwork and imagination.

Social networks have also played a significant role in politics. They have become a powerful tool for mobilizing people, spreading information, and influencing elections [4]. On the one hand, this can be positive as it allows people to express their opinions and participate in the political process. On the other hand, it can also lead to the spread of fake news, propaganda, and hate speech. Today, humanity has an endless list of information sources that do not always provide verified facts, do not always state in the correct context, and sometimes twist them in such a way that the fact takes on a different meaning. Due to the constant flow of information, it is simply unreal to analyze, filter, and juxtapose everything you hear or see.

Social networks have also had a significant impact on the economy. They have created new industries and jobs, as well as changed the way businesses operate [5]. Companies can use social networks to promote their products and services, communicate with customers, and create online communities. This can be especially useful for small and medium-sized businesses that may not have resources for traditional marketing campaigns. But there is another side of the coin when it is impossible to verify the existence of the company to which you want to submit your resume or enroll in courses, trainings, etc.

Social networks have also influenced culture in many ways. They have created new forms of art and entertainment, as well as changed the way we consume information [6].

People can use social networks to share their creativity, follow their favorite celebrities and influencers, as well as stay up to date with the latest news and trends.

Social networks also affect our personal relationships. They can help us maintain contact with friends and family who live far away, find new partners, and develop relationships [7]. However, they can also lead to jealousy, conflicts, and feelings of dissatisfaction with our own lives.

Social networks are a powerful tool that can have both positive and negative impacts on our lives. It is important to realize both the advantages and risks of using social networks in order to use them responsibly and safely, so as not to become a victim of cyberbullying, scammers, and just not to close in on ourselves and lose touch with reality.

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SOCIAL MEDIA AS A CHANNEL FOR MARKETING

In modern society social media influence all its spheres. The economic activity is not an exception. Social media have become the reliable channels for marketing as well. Marketing through mass media channels is sometimes called digital marketing. In the rapidly evolving landscape of digital marketing two popular strategies that often come into play are content marketing and social media marketing. Understanding the nuances of each is crucial for crafting an effective marketing strategy.

Social media marketing is a delivery mechanism that disperses content, extending its reach via social media platforms like Facebook, Twitter, Instagram, LinkedIn, Pinterest and many more. While every social media platform has its distinct audience and format, for example, Instagram content should be visually engaging, Twitter should be concise and timely, LinkedIn should focus on professional insights and Facebook content can be more varied, combining text, images and videos [1].

Social media marketing involves leveraging social media platforms to promote products or services. It's a dynamic and interactive approach that allows businesses to engage with their audience in real-time, fostering a sense of community and brand loyalty. Social media marketing is often characterized by its quick, visually appealing content and direct interaction with the audience. Social media marketing often incorporates paid advertising to reach a wider audience. Platforms like Facebook and Instagram offer targeted advertising options, allowing businesses to reach specific demographics based on interests, location, and behavior [2].

Content marketing revolves around creating and distributing valuable, relevant and consistent content to attract and engage a target audience. This form of marketing aims to provide information, entertainment or education to the audience, establishing the business as an authority in its industry. Content marketing is a long-term strategy that focuses on building trust and loyalty rather than immediate sales. The heart of content marketing lies in producing high-quality content. Content is designed to attract and retain target groups, supplying information that prompts them to convert or further engage with your brand.

Content marketing collateral is exceptional and credible, from blog posts to web pages and videos to infographics. Content draws attention to an organization by adding value to an industry discussion, often offering solutions to problems and challenges. This is especially true of long-form content like

blogs. Blogs establish you as a thought leader, convincing customers to do business with a true expert. However, content should also be approachable, fun and beneficial to share. Valuable content drives conversions and readers may share with a business partner or backlink a piece of content [3].

However, content is not standalone - it supports digital marketing and other initiatives. Content boosts exposure for a new product or service, raising awareness and influencing customer attitudes. Additionally, content positions your organization or business as a thought leader while adding value. This “value” builds trust between you and your customers. Good content should not only educate - it should also inform, entertain, and inspire the readers.

Both social media and content marketing aim to increase awareness of your business and drive conversions, but there are a few key differences between the two strategies. While social media marketing drives engagement through consumer interactions, content marketing drives traffic and visitors to a brand’s site. A social post encourages likes, retweets, comments and shares, creating a dialogue between the brand and its customers. This means that consumers have a hand in the relationship, exercising control over the brand’s image and reception on social media. Content marketing, however, is a well-researched lesson. Consumers learn from the content, but they have no hand in its creation or dispersal [3].

While social media marketing lives on social media platforms, content marketing lives on a brand’s website. However, content marketing often extends to social platforms and other distribution channels. In this way, content marketing and social media marketing can work in tandem. But even when content is distributed via a social media network, the primary goal is to drive traffic and house links back to the brand’s website [4].

The form of each strategy dictates the content. Social media marketing is often short-form, using language sparingly but impactfully. Think of 280-character tweets or visual-heavy Instagram posts. Content marketing, on the other hand, is often long-form and more in-depth content that raises questions and responds to customer concerns. However, these long-form pieces can be broken down into bite-size social posts and captions for a cross-platform campaign [3].

These two marketing tools also have different, though complementary, purposes. Social media marketing aims to increase brand awareness, customer retention, and satisfaction by creating an open forum for brand-client interactions. This makes a brand more relatable, and thereby more likable. Content marketing helps a brand generate demand and position itself as an industry thought leader, building familiarity and inspiring trust. However, while social media marketing and content marketing have their unique strengths, they are both designed to drive conversions and generate new business.

Ultimately, the choice between content marketing and social media marketing depends on the goals and nature of your business. For a comprehensive, long-term strategy focusing on expertise and authority, content marketing is key. If immediate engagement, community building and visual appeal are priorities social media marketing should take center stage. In many successful marketing strategies, a balanced approach that incorporates elements of both content marketing and social media marketing often yields the best results, creating a holistic and dynamic brand presence in the digital realm. And mass media give us such an opportunity.

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SOCIAL MEDIA AND MODERN SOCIETY

Social media has experienced an explosive growth in the past two decades, quickly evolving from a novel concept to a pervasive aspect of everyday life. Its impact on society has been vast and multi-faceted, fundamentally transforming the way we communicate, acquire information, and form our personal identities. This essay aims to delve deeper into these impacts, focusing on three crucial areas: interpersonal communication, news dissemination, and personal identity formation.

Social media has become an indispensable part of our lives, with billions of people around the world using platforms like Facebook, Twitter, Instagram, and LinkedIn to connect, share information, and express themselves. However, with its ever-increasing popularity and influence, it is essential to examine the impact of social media on modern society. In this article, we will delve deeply into the various aspects of this topic, exploring both the positive and negative effects of social media, discussing its influence on communication, mental health, democracy, and more.

Social media platforms have revolutionized the way we communicate and connect with others. Whether it's staying in touch with friends and family, following our favorite celebrities, or engaging in online communities, the digital world has become a significant part of our social lives. However, with such extensive usage, we need to critically analyze the impact of social media on our society.

One of the primary benefits of social media is its ability to connect people from all walks of life. It allows individuals to communicate easily across borders, fostering global friendships and enabling the exchange of ideas on a massive scale. Additionally, social media platforms have become essential tools for sharing news and events in real-time, enhancing the speed and reach of information dissemination.

The rise of instant messaging and video calls through platforms like Facebook Messenger, WhatsApp, and Instagram has made it easier for individuals to stay connected with loved ones, regardless of physical distance. This level of communication and connectivity has brought people closer together, making the world feel smaller and more interconnected.

However, it's important to recognize the potential downsides of relying heavily on digital communication. Face-to-face interactions and intimate conversations may be diluted, leading to misinterpretations and a lack of emotional connection. To maintain healthy relationships, it's crucial to balance online and offline communication [6].

Social media has contributed to significant shifts in demographics and cultural exchange. For example, it has become a platform for marginalized communities to amplify their voices and share their experiences. Activists have harnessed the power of social media to promote social justice causes, raise awareness, and mobilize people for change.

Furthermore, social media has allowed older adults to connect with younger generations, bridging the generation gap and fostering intergenerational dialogue. It has also played a pivotal role in empowering women, providing a space for them to network, share knowledge, and challenge societal norms [3].

On the flip side, social media can perpetuate stereotypes, polarize communities, and breed cyberbullying. The impact of social media on demographics is nuanced, with both positive and negative consequences depending on how it is used.

Social media has ushered in a radical shift in the way we interact with each other. Platforms such as Facebook, Twitter, and Instagram have provided us with new opportunities to connect with people across the globe. These platforms have dismantled geographical barriers, creating a sense of global interconnectedness and fostering a sense of worldwide community.

However, this revolutionary mode of communication has also brought about several challenges and drawbacks. While social media has undoubtedly made communication more convenient and accessible, it has also been criticized for its potential negative impact on the quality of our interpersonal relationships. The ease and immediacy of digital communication have led to a decrease in face-to-face interaction, an essential aspect of forging and maintaining meaningful relationships. In this digital interaction, the subtle nuances of face-to-face communication such as body language, tone of voice, and immediate feedback are often lost, leading to potential misinterpretation and misunderstanding. Consequently, the richness and depth of our relationships may be compromised, leading us to question the overall impact of social media on our interpersonal relationships.

Another area where social media has made a marked impact is in the realm of news dissemination. For many individuals, particularly the younger generations, social media has supplanted traditional news outlets like newspapers and television to become the primary source of news and information. This shift has dramatically altered the landscape of news production and consumption, making it more democratic but also more susceptible to the spread of misinformation and fake news.

Social media platforms have provided a platform for everyone to have a voice, enabling a wider range of perspectives and narratives to be heard. This democratization of news is a double-edged sword. While it allows for a diversity of voices and viewpoints, it also introduces significant challenges. The lack of stringent regulation and robust fact-checking mechanisms on social media can lead to the unchecked spread of false information. This rampant spread of misinformation can have serious repercussions, leading to public confusion, misinformed decision-making, and even real-world harm [4].

Social media also plays a crucial role in personal identity formation, especially among young people [5]. It offers a platform for self-expression and allows individuals to connect with others who share similar interests and aspirations. These shared experiences and interactions can foster a sense of community and belonging, integral components of personal and social development.

However, there is a downside to this aspect as well. The pressure to maintain a certain online image can lead to mental health issues such as low self-esteem and anxiety. Social media platforms often foster a culture of comparison, where individuals measure their self-worth against the number of likes or followers they have. This constant comparison can engender feelings of inadequacy and low self-esteem, which can have severe repercussions on an individual's mental health [5].

In conclusion, the impact of social media on modern society is profound and multi-faceted. It has undeniably shaped the way we communicate, consume news, and construct our personal identities. While it has a multitude of benefits such as fostering global connectivity and democratizing information, it also presents substantial challenges related to the quality of our interpersonal relationships, the unchecked spread of misinformation, and the prevalence of mental health issues. As social media continues to evolve and permeate every facet of our lives, it is crucial for individuals and societies to understand its implications and navigate its use in a manner that amplifies its benefits while mitigating its potential drawbacks.

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THE MAIN ASPECTS OF SOCIAL NETWORKS AND THEIR IMPACT ON THE MODERN SOCIETY

It should be mentioned that our modern society has become increasingly dependent on numerous mass-media, using digital technologies, innovative gadgets and devices. In recent years especially social networks have tremendously changed the way people communicate and interact with each other, receive information and conduct their business. But at the same time this impact on society can be both positive and negative. In this article I'd like to consider the main aspects of this phenomenon.

One of them is communication. We may regard social networks as powerful platforms for connecting people worldwide. A social network is a social structure made up of a set of social actors (such as individuals or organizations), sets of dyadic ties, and other social interactions between actors.

Social network research typically begins with an individual, snowballing as social relationships are traced, or may begin with a small group of individuals in a particular social context [1].

As social networks have become a powerful tool for communication they constantly provide an opportunity for people from different parts of the world to exchange different sources of information, extraordinary ideas, similar interests, opinions and goals. They also give us a possibility of creating large communities of like-minded individuals regardless of their geographical barriers. Additionally, social networks serve now as a platform for political activities and public discussions of important social issues and events.

Another very important aspect is information, on which social networks have a significant impact as well. The rise of social networks has revolutionized the spread of information throughout the world. They have immediately changed the traditional media and become the main sources of latest news and socially important events for many people. On the one hand, such quick splash allows people to get better information about world events and offers broader access to diverse sources of information. On the other hand, social networks can contribute to the spread of various uncontrolled or unreliable information, which creates the risk of the appearance of fakes. As an example of such fake news we can consider the beginning of a full-scale war between Russia and Ukraine.

It may also be an example of information wars with unpredictable manipulations.

Social networks can be used to manipulate information and influence on public opinion, often for political gains and for political purposes, also influencing public voters and distorting our reality. As a great variety of people get their latest news through social media and rely on social media, there's a great risk of misinformation and spreading propaganda, rapidly creating confusion and destroying trust in reliable information sources. All this can have a serious impact on the whole society, causing confusion, conflict and misunderstanding among people.

Scientists assure that social networks can have a negative impact on the psychological health and well-being of users. Continuous access to social media and the abundance of information can cause overload, social media and computer addiction and sleep disturbances. Many people try to compare their lives to idealized representations on social media. Such comparison can lead to low self-esteem, feelings of failure, social isolation and degradation [2].

It would be useful to notice the impact of the modern mass-media on work and study. Despite some drawbacks, social networks offer valuable resources for professional and educational purposes, providing a variety of sources of information, geographical and mental maps, different measuring units and devices, technical data etc. They have also become an important tool and serve as useful platforms for job hunting, networking and educational opportunities for millions of people.

Every day many companies publish vacancies on their pages searching for highly qualified personnel. At the same time users can create professional networks where they can find collaboration opportunities and participate in online learning communities, forums and groups, discussing and sharing experiences, fostering professional growth and skill development.

Many higher establishments use educational platforms for e-learning providing online courses through social media. Using e-learning allows students to access study materials, communicate with their teachers and other students regardless of their location.

Many college students know the struggle of balancing classes, homework, and extracurricular all too well. While adding a part-time job to the mix may feel overwhelming, it's a solid way to bring in extra cash and build work experience that you can add to your resume after graduation.

There are now plenty of online jobs that allow you to work from home while setting your own schedule and building skills that will transfer to your chosen career path [3].

So we can make a conclusion that social media looks like a double coin. They provide opportunities for us to develop, communicate, share thoughts and ideas, but at the same time their usage requires caution and common sense. That's why the way to thoughtful and positive use of social networks lies in our ability to use them in a balanced way, choosing reliable sources of information. At the same time, you shouldn't forget to protect your privacy and find time for offline communication and real connections with reality.

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THE INFLUENCE OF SOCIAL NETWORKS ON SOCIETY AND THEIR ROLE IN THE RUSSIAN-UKRAINIAN WAR

Social media are forms of media that allow people to communicate and share information using the internet or mobile phones [1].

Understanding the workings of social media, you may identify the following categories:

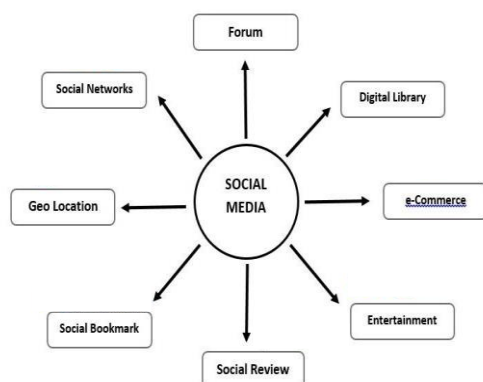


Figure 1. Categorization of social media

Whether you have a mobile device or a computer, there is always a mass media software available, even if it is not one you often use. We may argue that they are an intrinsic element of society, a tool that allows us to progress and realize ourselves in our time. Today, more than half of the population, or around 62.3%, uses social media, with an average usage duration of 2 hours and 23 minutes in April 2024 [5].

Humans are social beings. Communication and relationships are essential to our existence and have a profound effect on our psychological well-being. Thanks to social media, we have access to social connections that may reduce stress, anxiety, and depression, increase self-esteem, bring comfort and joy, avoid loneliness, and even lengthen one's life. Conversely, having weak social ties can be extremely dangerous for your mental and emotional well-being.

It is apparent that the usage of social networks has both beneficial and bad consequences. On the one hand, we have access to knowledge about our surroundings and the rest of the globe. We may stay informed about a variety of topics, occurrences, and developments thanks to social networks. You may learn about politics, scientific subjects, discoveries, and intriguing information that you had no idea about. On the other side, a great volume of information that is frequently not filtered to exclude incorrect or irrelevant news might be deceptive. Politics is an important issue nowadays, especially in Ukraine, where social media is widely used. With the beginning of a full-scale war, social networks became one of the main sources of information. Social networks became one of the main informational resources for Ukrainians as a full-scale conflict broke out, and they also provided a forum for informing the world about Russian war crimes.

As per the OPORA network, social media platforms emerged as the primary “source” of news for 77.9% of Ukrainians in 2023. As a result, they also start to play a significant role in the media; Suspilne, for instance, has 313,000 Telegram followers and 524,000 Facebook readers [3]. However, bans, removal of articles, and decreased views as a result of postings about the war are a frequent source of grievance for Ukrainian users and media. Although users bear some of the blame, social networks themselves also play a part in the issue as they struggle to control sensitive content.

Convenience and efficiency are the main reasons why Ukrainians choose social media, as many people are too busy to watch half-hour news broadcasts or listen to radio news inserts. Furthermore, social networks provide users with more flexible access to content that suits their interests. Additionally, there are still issues with energy, a steady television or radio signal, and communication in many Ukrainian communities. In this instance, social media and the Internet continue to be quicker and easier ways to obtain information.

OPORA survey affirms that in terms of trust, social media and television were nearly equal overall in 2023. TV continues to lead by a narrow margin (61.1%), while exactly 60% of respondents trust social media [3].

TikTok, Instagram, and Telegram are among the most popular social networks and messengers among kids, according to a 2020–2021 survey done in Ukraine among students in grades 6–18. Three to five hours are spent on the Internet daily by one-third of the respondents [2].

Furthermore, the amount of time kids spend in front of screens is only going to get longer due to the start of Russia's full-scale invasion of Ukraine, the relocation of numerous kids, and online learning. Furthermore, youngsters typically get their information about the war and the most recent developments from the front lines from social media.

The rise in popularity of social networks and messengers as platforms for information that is simplified and frequently even spoken in “children's language” has prompted many kids to participate

in the conversation around the conflict in innovative ways on the Internet through the creation of online content. Since many platforms lack censorship, children who use them may suffer catastrophic psychological effects. However, that does not imply that it is limited to kids. False information, propaganda, and an appeal to support the side of the attacker can deceive even an adult. How does it operate? Russian propaganda breeds disillusionment and treachery.

To begin with, treasonous attitudes based on what one has read, heard, or seen should serve as a warning. These beliefs – “Ukraine will not stand up, Russia is strong, and the West is tired of Ukraine” – are what force Ukrainians to use resources connected to Russia [4].

To summarize the advantages and disadvantages, it is important to remember that you can minimize the bad effects by using social networks properly, adhering to behavioral guidelines, and conducting information analysis. Therefore, it may be concluded that social networks have more advantages than disadvantages.

Social networks are generally a rather helpful resource for knowledge and direction. With this industry growing, the mainstream media may be substantially supplanted in the future because it offers nearly the same degree of credibility and accurate information. Any national crisis, including a war, is also the ideal time for development and swift improvements, despite the fact that it is currently very difficult to implement such development because of the continuous information war between states and the lack of effective strategies to combat misinformation.

Ultimately, the quest for fresh ideas, inventive solutions, and unconventional methods is driven by the instability of the current frameworks (the outdated information policy paradigm). This has the potential to result in more durable and successful behaviors on a personal and societal level. People are also compelled to reevaluate their objectives and ideals during times of crises. This may make it simpler to reject outmoded thought habits and welcome novel concepts. A crisis can foster social and personal development, including the ability to critically evaluate information and increase one’s awareness, flexibility, and capacity for adapting to changing circumstances.

All of this may result in the development of more solid social bonds, some of which may give rise to novel information-sharing methods via social networks, which in turn may give rise to fresh, practical methods of group communication.

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HOW TIK TOK CHANGE PEOPLE'S LIFE

Almost everyone has already known the popular social network TikTok, where short videos are posted to cheerful music. The site is described that the trends are born here. And it's true. Posting, watching videos, a system for ranking and selecting interesting content - all these are done in TikTok so that interesting things instantly become popular. But among its billion or so users, not everyone knows how this social network was borned, who created it, and why TikTok has taken the world by storm.

When it comes to TikTok, there are often disputes about who exactly can be considered the creator and pioneer. The fact is that the modern Tik Tok was created on the basis of several applications: Xigua Video; TopBuzz Video; musical.ly.

First two apps Xigua Video and TopBuzz Video were developed by ByteDance and the latter was bought and its features integrated into the existing Douyin. Therefore, the creators are generally considered to be Alex Zhu and Luyu "Louis" Yang, who invented musical.ly, and Zhang Yiming, the owner and developer of Xigua Video and TopBuzz Video.

At the moment, TikTok and Douyin are owned by a private multinational company named as ByteDance Ltd. The company's founder and current Chief Executive Officer is Zhang Yiming, an Internet entrepreneur from Longyang. This is a city located in the southeast of China in Fujian Province [1].

TikTok, the social media phenomenon of the decade, has taken the world by storm since its launch in 2016. With its user-friendly interface and addictive short-form video content, TikTok has revolutionized the way people interact, consume media, and even perceive themselves. TikTok provides a platform for users to unleash their creativity in various forms, including dance, comedy, cooking. Many individuals have found their voice and passion through creating content on TikTok, leading to increased self-expression and confidence.

TikTok fosters a sense of community among its users, enabling them to connect with like-minded individuals from around the globe. Through hashtags, challenges, and duets, users can collaborate, share experiences, and support one another, thereby reducing feelings of loneliness and isolation [2].

While TikTok offers numerous benefits, excessive use can have detrimental effects on mental health. The constant comparison to others, cyberbullying, and the pressure to garner likes and followers can contribute to feelings of inadequacy, anxiety, and depression among users, especially adolescents [3].

Contrary to its reputation as a platform for frivolous entertainment, TikTok also serves as an educational tool. Users share informative content on diverse topics, ranging from science and history to finance and self-improvement, making learning more accessible and engaging for audiences of all ages.

TikTok has emerged as a driving force in shaping contemporary pop culture trends, from viral dances and memes to fashion and music. Songs that gain traction on TikTok often experience a surge in popularity on other platforms, illustrating the platform's significant influence on mainstream culture. But on the other hand, TikTok has become an important social platform for many users, creators, and businesses in a short period of time. People are looking for new sources of income. And TikTok has become a platform where creators can earn a lot of money [4].

In our opinion, TikTok has changed people's lives by offering opportunities for creativity, communication and self-discovery. However, it is important to recognize the potential dangers of overuse and the importance of promoting digital well-being among users. Therefore, we recommend managing your time wisely. As TikTok continues to evolve, its impact on society will remain a topic of fascination and attention for years to come.

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SOCIAL NETWORKS: VARIOUS ASPECTS OF HUMAN INFLUENCE

For tens of millions of people in the 21st century, life has become impossible without the technological phenomenon of social media. The world is changing, and people's priorities are changing with it. Developments do not stand still and meet our needs and requirements. That is why some social networks are more popular, and some are less popular. Social networks have a powerful impact on human mental activity, which leads to serious deviations in the development of the body and causes not only addiction but also various diseases. It is important to know and understand the consequences of constant use of social media.

A social network is a social structure formed by individuals or organisations. It reflects the connections between them through a variety of social relationships, ranging from casual acquaintances to close family relationships.

The following data is most commonly posted on various social media websites: - various images (photos, pictures, etc.)

- videos (of any content);
- links (to other electronic resources);
- information about something or someone (for example, if a group is dedicated to a prominent personality, the information will be related to him or her);
- various surveys of network users;
- calendars of events, activities;
- audio recordings (both music and audiobooks) [1].

Almost every modern person wants to keep up to date and be on time everywhere. Social networks help many people with this. Undoubtedly, it is very convenient, because you can access your social media page at any time and anywhere. And thus, you can be on time everywhere. Indeed, this speed of access to information, most of it free of charge, attracts an extremely considerable number of Internet users. And to ensure that you never get bored and want to delete your profile at some point, social networks offer several types of entertainment. For example, you can always watch your favourite film, listen to a song you like, or even read a book or play a game. There is a lot of choice. That is what attracts millions of users.

According to a study conducted by InSite Consulting, 70 % of Internet users (about 1 billion people) actively use social networks. More than six hundred million consumers visit social networks every day [2]. In 2023, the number of social media users in Ukraine surpassed the number of e-mail users for the first time - 56 % of the total Internet audience now uses them. According to minimal estimates, 8.5 million citizens have accounts in social networks [2]. Experts note the high dynamics of social media penetration in the lives of Ukrainians. According to a study by ishuegealimmsapp, 81% of Ukrainian Internet users are currently registered in at least one social network [2].

Some social networks can be used for educational and professional purposes. They have become a useful tool for job hunting. Many companies post job vacancies on their pages. In addition, users can create professional networks where they can find opportunities for cooperation and recommendations from colleagues. Online networks provide an opportunity to gain new knowledge and ideas by communicating with professionals in relevant fields. Users can join professional communities, forums, and groups where they discuss relevant topics and share experiences. They can also be used as e-learning platforms. Many universities and educational organisations provide online courses through social media. This allows students to access learning materials, communicate with teachers and other students. This makes it easier to communicate and connect regardless of location.

Social media can be used to manipulate information and influence public opinion. Many people get their news through social media, and this creates an opportunity for disinformation, fake news, and propaganda to be spread. This can have a serious impact on society, causing confusion, conflict, and distrust.

In most cases, the user does not verify the information in question, blindly trusting what is written and accepting it as dependable only because it is published by a group that has a large audience and feedback.

Researchers say that social media can have a negative impact on the psychological health and well-being of users. Continuous access to social media and the abundance of information can lead to overload, social media addiction, and sleep disorders. Many people compare their lives to idealised representations on social media, which can lead to low self-esteem, feelings of failure and social exclusion.

So social media is a double-edged sword. They provide us with opportunities to develop, communicate and spread ideas, but they also require caution and common sense. The way to use social media in a positive way is to use it in a balanced way, choose reliable sources of information, protect your privacy, and find time for offline communication and real connections with others.

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