

THE PHENOMENON OF SOCIAL NETWORKS IN MODERN MEDIA

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Today it is difficult to imagine the life of modern society without the Internet, social networks. Thanks to this, we can fulfill all our desires: search and share useful information, make purchases, view video files and photos, meet, chat with friends and so on. We are always online. Despite the transformations that are taking place with social networks, we can say that this type of new media has become a relevant object of study for almost all fields of knowledge.

Social services and social networks have emerged due to the need of Internet users for direct communication and cooperation. The most common definition of «social network» is: «Social network is a virtual platform that provides its means of communication, support, creation, development, display and organization of social contacts, including data exchange between users, which provides previous account creation» [2].

Today, social networks are a dynamic system that has become an important communication tool with the help of the latest technologies. «They are able to cover the whole world using the mechanisms of interpersonal communication; make it possible to fragment communication, adapting it to the physiological conditions of human existence: existing in a continuum of time and space, which has become dense and closed, leave open the horizons and projections of communication» [3: 124].

Due to the rapid development of Facebook and Twitter, attitudes towards social networks have changed. They began to be called social media. «Social media is a series of online technologies based on Web 2.0 principles, thanks to which consumers of content through their posts become co-authors and can interact, collaborate, communicate, share information or participate in any other social activity with theoretically all other users of a service» [5: 74].

Today there are a lot of social networks. Everyone can choose the one that is more convenient to use, has certain functions and capabilities. People also focus on whether there are acquaintances, colleagues, relatives with whom you can communicate [1].

Examples of social networks: Facebook, Twitter, Instagram, Tik Tok, Tumbler, Space, Steam, Skype, SciWorld, Ukrainian Scientists Worldwait, LinkedIn, Scribd, Slideboom, Slideshare, Calameo, ICQ, Quip, MNS, Miranda and others.

Social networks can be divided into: first - personal diaries - the blogosphere; secondly - the creation of personal and business relationships; third - the creation of a personal personal information manager.

You don't have to be a journalist or a media owner to get information on the Internet. All you have to do is post this information to any social network and tag it correctly so that the post finds the right target audience that is interested in such topics. Anyone can do it. That is why a lot of information gets on the Internet, which is of interest to both ordinary citizens and journalists.

The latest media are interactive media based on modern digital technologies, the main features of which are: personalization, transparency, feedback, hypertextuality, discussions in messages, creating user content, and so on.

It is important to remember that social networks are the most effective form of communication used to promote products and services. Functional features of social networks:

1. Communicative (it reflects the specifics of information exchange in the form of communication, with the appropriate style of the information resource used, taking into account the areas of communicative motivation - communication with friends and expanding the range of communication by motivation);

2. Socialization (social networks provide an opportunity to maintain connections that have been broken in real life, to expand these opportunities);

3. Psychological relaxation (this feature helps the user to vent their emotions, share problems with others; we are talking about the growing socialization of modern society, which have the opportunity for broad communication in the social network) [4: 67].

Today, the use of social networks has features that are characteristic of the new form of new media, as a form of modern communication, and which distinguish these features from traditional media. Social networks are democratic and are a global system, ie the most effective mechanism for disseminating, processing and using information in the development of the information society. Social networks are a phenomenon not only of the latest media, but also of the information society.

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CHILDREN’S PERIODICAL PRESS AS AN IMPORTANT ELEMENT OF PRESCHOOL EDUCATION

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Modern society places new demands on the level of human development. Preschool education is the leading link that provides the initial formation of intellectually and communicatively developed personality. Children’s periodicals are not left out here.

Children’s periodicals are an array of periodicals created specifically for children’s readers, taking into account age differentiation, psychophysiological capabilities, cognitive needs and peculiarities of perception [1]. A special place in children’s periodicals, in our opinion, is given to magazines for preschoolers, which are designed to develop their curiosity and interest in the world around them, broaden their horizons and prepare the child for school.

The modern market of children’s periodicals can be considered saturated and even oversaturated. The most popular among children today are the following Ukrainian-language publications: “Piznayko”, “Malyatko”, “Stezhka”, “Kraina Znan”, “Kazkovyi vechir”, “Veseli kartinki”, “Yablunka”, “Likhtarik”, “Dolonka”, “Art class”, “Sunflower”. However, most publications are monotonous, have similar headings, tasks, competitions. Part of children’s periodicals is the translation of well-known and popular Russian and English-language publications, which is not always adequate in linguistic and logical aspects. Unfortunately, the problem of Russianisms is still relevant, as most children’s periodicals are foreign products [2].