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### **SOCIAL NETWORKING – A REVOLUTION IN MODERN COMMUNICATION**

Not everyone knows that the concept of "social network" appeared back in 1954 and, of course, had nothing to do with the Internet, and they began to study this phenomenon back in the 30s of the last century. The concept was introduced by James Barnes: "social network" is a social structure, consisting of a group of nodes, which are social objects.

Today social networks are very practical for our society. I can't even imagine how people would live without them now. The most popular networks that people are using now are Instagram and Tik tok. On Instagram, people share their photos and post interesting stories that are gaining popularity now. People really like this format, so they spend most of their time on Instagram. In Tik tok people exhibit such a format as short videos on various topics. Unfortunately this social network is very addictive and takes up all your free time. Furthermore, people have almost stopped using books, which I think is sad.

Twitter is a microblogging which is based on social network. It was founded in 2006. The idea is quite interesting: the creators took the old ideas of blogging, artificially limited the length of the message and everything was simplified greatly. People express their opinions on various topics on Twitter.

YouTube was created in February 2005 by Steve Chen, Chad Hirdley and Javed Karim, three former PayPal employees in San Bruno, California. They used Flash Video technology, which allows for relatively good recording quality with a small amount of data transfer. People watch longer videos or even movies or various clips on YouTube.

Blogs can be used to learn foreign languages. There are two ways to use them. On the one hand, learners can read authoritative writings about English and how to learn it. On the other hand, students themselves can blog in English. These can be collective class blogs where anyone can practice their writing skills. The instructor can ask his students to publish a blog post - this is more motivating than writing an essay on paper

Today, the networks have gathered a huge audience, which attracts more and more specialists from various fields. Some networks provide an opportunity only to communicate, some provide working tools, but one thing is for sure - any popular social network has become a workspace for many millions of people.

People actively use networks for work and every year they do it more and more successfully. Many people change their jobs through social networks, companies find employees,

some groups of specialists have completely transferred their professional activities there. In the near future, we can expect the development of specialized functionality that will allow to create virtual workplaces, in particular, this concerns professional networks

However, social networks have many disadvantages. For example, networks are overflowing with unnecessary and obscene material, which is one of the negative aspects of social networks. Also, the disadvantages of social networks include: -the effect of «delay» - dependence on social networks is an actual problem.

A person does not notice how a real life goes into a virtual one;

- public information – people share all the necessary information than can be used by attackers;

- harm to health – prolonged use of a computer harms eyesight and causes cardiovascular disease.

Conclusions: of course, this is only the tip of the iceberg, you can already write whole encyclopedias about social networks. Networks have already penetrated very deeply into our lives and continue to gain popularity, their impact on people is still underestimated. Nowadays, mainly general-type networks are developed, but in the near future I think new projects will also be developed both in terms of topics and in functionality. As with any fast-growing segment, there are a number of tangible problems, but all of them are quite solvable. Soon, social networks on the Internet will change the world quite dramatically; they have already become an influential instrument of power. All in all, I find like many people also that social networking is very convenient for our time. With the rapid development of information technologies, especially the Internet, people are becoming increasingly dependent on information that surrounds them. And social networks, where persons spend most of their time, have become the ideal instruments of influence on the peoples' consciousness and the information warfare. Due to psychological factors (such as 'spiral of silence', the herd instinct, the entire credibility of published information, opinion leaders, the desire for self-realization or replacement of reality) that influence the human behavior in the network and the use of influence models (model of network attack, model of involving users as volunteers, total block model), social networks become a platform for the dissemination of political ideas, ideologies and implementation of the 'color revolutions'. However, social media play a positive role, especially in the establishment of civil society and the free flow of information. Positive or negative impact of networks primary depends on the purpose of use of social networking tools.

In my opinion social networks play an important role in our lives. Firstly, many people started making money on social networks thanks to their blog. Therefore in every city now there are many people who began to film simply their lives and at the same time to earn money to their popularity on this due. But people, oddly enough, like to follow the life and development of other people. I think this is quite an interesting income. Secondly, almost all people find any information thanks to social networks. For example, it can be recipes, different films, music and information about famous people. I think it is very convenient and relevant. Thirdly, millions of people are united by communication through social networks. I know that this is very convenient, especially when you are at a distance from a person.

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