THE IMPACT OF SOCIAL MEDIA ON MODERN COMMUNICATION

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Article history:		Abstract:
		The article is devoted to the study of the functioning of social media in the space of network communications, the characteristics of audience behavior and motivation for choosing a source of information in each of them. The authors consider social media as the basis of network communication, comparing their communicative specifics with the features of mass media on which the linear model of communication is based. The role of social media in political, sociocultural and marketing network communications at the present stage of their development is studied. The article touches on the issues of convergence of mass media and social media, as well as the evolution of social networks as a form of social media.

Social media is a type of mass communication via the Internet. Social media are computer technologies that facilitate the creation and exchange of information, ideas, career interests, and other forms of expression through virtual communities and networks. Around 3 billion people use social media today, which means that 40% of the world uses social media for communication. It's no surprise that this widespread use has social media effects on communication.

A new formation of society began to emerge in the mid-50s of the last century. New complex technologies developed during this period caused a sudden increase in the creation, distribution and storage of information arrays. The introduction of global television and radio communication systems made it possible not only to deliver information to the recipient in almost real time, but also to significantly increase the number of senders and creators of information products. Technical capabilities have grown disproportionately, which has led to a contradictory, at first glance, process of self-limitation of the audience in the choice of information products [1,2,3], and this process began long before the consistent digitalization of communication channels. Thus, household televisions have long been able to receive dozens of TV channels, but in reality, the average TV viewer creates for himself a set of 5–8 TV channels and considers this minimum sufficient. We can observe the same picture when browsing websites on the Internet. Among tens of millions of sites that provide access to almost any open information, a person again limits himself to the necessary minimum. The contradiction between the recipient's desire to minimize communication channels and the sender's desire to increase the reach of his message has led to qualitative changes in the information space and communication models. There has been a transition from the predominantly linear dissemination of information to a combination of linear and network distribution [4,5,6]. It would seem that a linear form of communication through mass media makes it possible to reach a multi-billion-dollar audience.

Social media has made communication easier than ever. People no longer have to pick up the phone or write a letter, they can simply log in to a social media account and immediately connect with others. Over 500 million people use Facebook, and 250 million of them log in each day. This shows how popular social media is a vital form of communication, and businesses can take advantage of this medium for the same communication benefits among their employees.

Society gave birth to social networks, and they, having received a technological basis in the form of modern information and telecommunication technologies, changed society. Society acquires a completely new, subjective role. In connection with the development of social media, every person - an actor in the communication process - has access to the creation and unlimited dissemination of information. A super-powerful information flow is formed, from which a person perceives only that part of the information that is expressed in a communication code close to the

recipient. The audience is more likely to perceive, understand and relay information that corresponds to their values, worldview, ideas and ideals, that is, for the most part formed in their communication.

We can see, in addition to the communication component, the social network has a media component - as a platform for the generation and distribution of content that has social significance. In this aspect, social media is typologically opposed to traditional media, whose communicative characteristics are determined by the state of the media system operating in the "traditional" communicative space. Highly organized and centralized mass media, with a strict mechanism of internal regulation, are capable of broadcasting fixed, low-interactive content that does not take into account the individual information requests of audience members, without the possibility of organizing prompt feedback.

Social media have directly opposite communicative features, which is due to the specifics of the online communication space in its current state.

The basic features that define social media are the following. Firstly, the presence of a communication platform for information exchange. Secondly, the formation of a community of users with similar values, worldviews, ideas, ideals and, as a consequence, a similar communication code. Thirdly, the presence of a topic of discussion relevant to the given information space.

Social media also has a flexible system for organizing and controlling content and relative decentralization. In addition, such resources have ample opportunities to choose forms of content presentation. They have no technical limitations in terms of volume and re-circulation capabilities. There are also operational feedback tools with the audience of varying degrees of automation.

Until recently, it was possible to talk about the relative identity of social media with social networks. Today, these concepts diverge. The main trend in the development of current social media is that they go beyond social networks. A large number of resources are emerging aimed at custom generation of content in various formats and providing certain social functionality, which allows them to be included in the category of social media. At the same time, there is an integration of social networks with other social media resources. Content "returns" to these sites through various forms of retransmission, which is due to the optimal functionality of social networks for interpretation, rethinking and further dissemination of content. Traditional media is also making inroads into the social media space. High-quality content that takes into account the patterns of information perception often becomes "viral" [7,8,9]. There is a convergence of content sources focused on different communication models.

The existing corpus of social media can be divided into the following groups:

Communication-oriented resources. These are various kinds of social networks, blogs, review and dating sites, as well as applications and sites.

Resources for collaborative editing of information. The most famous, perhaps, is Wikipedia. A number of developers are actively introducing the possibility of joint editing into applications in order for them to work correctly.

Multimedia social media. These are portals where you can exchange multimedia files and comment on them. Most often, these are hosting services that store information with the ability to organize communication.

For a long time, mass media were practically the only way to disseminate information. With the advent of social media as the leading carrier of information within the online community, the role of mass media in the information field has changed. Social media is inferior in audience coverage, but provides the opportunity to influence the target audience, online communities that share the values of the sender of the message. At a mature stage of development, social media differentiate and the very fact of publication on social media is no longer a message. For a person in the information society, it is not so important where a message first appears as what communication codes it will be used in, and how much it will correspond to his values.

Thus, political communication will become possible if it is disseminated through the integrated use and interaction of both mass media and social media. The similarity of values and communication codes does not mean an absolute similarity of worldviews, ideas and ideals. For example, the "rule of law" as a value is characteristic of people who share both conservative and liberal views. The value of "patriotism" is shared by supporters of both left and right parties, putting different, often opposing contents into the symbolism. Despite the fact that the online community unites people with similar ideas, ideals and worldviews, the presence of bearers of oppositional views is not excluded. They use their opponents' platform as a place for discussion, for publicly declaring their point of view, etc. Such activity has a practical meaning. The community is presented with a different point of view, which can be realized by some of its members. As stated above, in a developed community, the proportion of those who passively observe messages, that is, "readers," is the majority. It is to them that the declaration of a different point of view in the community is aimed. Acceptance of a message can initiate its dissemination both in this community and in others. Of course, if it is expressed in the communication codes of a given community.

The symbolic image plays a big role, but at the same time it can be replaced by other symbols, similar in form, but different in content. This can be observed in political and religiously oriented online communities. At the same time, there are no restrictions on the author expressing his personal motivated opinion. The authors' declaration of values contributes to the formation of online communities that share similar values with a similar communication code. Thus, the media become information and communication centers for the formation of aggregations, differentiated on an axial basis.

The media space as a whole is changing under the influence of IT technologies. Mass media are increasingly trying to create their own community of users, to introduce the possibility of interactive comments and discussions.

There is an expansion of traditional media into the space of social media. This is manifested in the distribution of professional content in social media channels, strengthening the communication functions and "networking" capabilities of sites and portals representing traditional media on the Internet. At the same time, social media strive to fill the information field with some exclusive information. As a more labile, dynamic structure, social media is changing. The active part of social media widely experiments with both the form and content of information materials. Various authors practice an eclectic mixture of styles, news and entertainment (entertainment), interview genres, reportage, correspondence, news and analytical materials. We can observe a steady trend of increasing user content due to new communication formats - instant messengers and the so-called "story format", which became possible due to the increase in user mobility and the spread of mobile devices. At the same time, with the improvement of automated systems for collecting and analyzing information and tracking algorithms, modern social media are able to form the individual information space of the user without his direct participation in this process.

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