

inspiration and strength, allowing people to explore their deepest experiences and aspirations. The importance of the hidden realm is that it provides the individual with opportunities for self-reflection. Opportunities to build and implement plans for self-improvement, rest from participation in the life of society [1].

Conclusion: The concept of spheres of human life described in the article emphasises the importance of the different aspects of our existence and their impact on our social identity and cultural understanding. These spheres are interrelated and complementary, creating a holistic picture of human life. The above spheres of human life, fulfil the functions of human personality formation, education, preservation of mental health. Public, personal and intimate spheres interact to create a harmonious and fulfilling existence. They help to cope with the challenges of modern life, develop social skills and strengthen personal ties.

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THE IMPACT OF SOCIAL MEDIA AND TECHNOLOGY ON CROSSCULTURAL COMMUNICATION IN BUSINESS

Влияние социальных сетей и технологий на межкультурную коммуникацию в бизнесе

The purpose of the research on this topic is to study the influence of social networks and modern technologies on the processes of intercultural communication in business.

With the development of the Internet and technology, social networks have become an integral part of modern life and have had a huge impact on various aspects of society, including business. The dynamic and rapidly developing world of social media has become a platform for interaction, information exchange and community creation, but their impact on the business sphere extends much further, forming new strategies, interacting with customers, as well as influencing the reputation and competitiveness of companies [1]. Online platforms such as LinkedIn, Facebook, Twitter and others have

become one of the main tools in the field of intercultural communication. With their help, businessmen can find new business partners, exchange information and ideas, hold online conferences and webinars. This simplifies the communication process and makes it more transparent for all participants.

Social media could be considered as one of the communication channels through which a company broadcasts its messages to target audiences. For each specific site related to social media, such conditions are: the software on which this site runs and gives certain capabilities to the subjects of the environment; the «rules of the game» operating within this site: a moderation system, a set of formal and informal norms of behavior, etc.; the audience of a particular site: its socio-demographic characteristics, range of interests, purpose of use, etc [2].

Technology allows entrepreneurs to better understand the cultural characteristics and nuances of their partners and customers. With the help of social networks, behavioral and cultural differences can be assessed, taken into account when conducting business negotiations and developing marketing strategies.

It is important to note that the use of social networks and technologies in business requires special attention to the intercultural aspects of communication. It is necessary to take into account cultural differences in communication approaches, to avoid possible conflicts and misunderstandings.

Virtual conferences, online negotiations and real-time translators erase geographical barriers, making international cooperation more accessible and effective. These tools allow participants from different countries to exchange ideas, discuss projects and make decisions, regardless of location.

In addition, social media can serve as a powerful tool to promote a brand and create a loyal audience internationally.

For successful business in an international environment, it is necessary to take into account the differences in cultural values, traditions and customs of different countries.

In conclusion: Technology and social media are playing an increasingly significant role in cross-cultural communication in business. They allow you to quickly and effectively exchange information, establish contacts with partners and customers around the world.

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