

All categories of human rights, including collective rights, fall under the influence of information technologies. Since all of them are changing. But it is important that not only existing rights are changing, but new rights are also emerging. For example, the right to the Internet and the right to protection of personal data.

As a result, we can say that informatisation has a direct impact on the law, the legal system as a whole, stimulating it to introduce new technologies, methods, approaches.

Legal informatisation, based on the introduction (development) of the latest technologies, is able to solve many problems in the legal system. However, it should be taken into account that at the moment we have a limited number of scientific personnel capable of being involved in solving such problems, and a very significant number of practically demanded applied tasks.

J. Butkevich

Ю.И. Буткевич

МГЭИ им. А.Д. Сахарова БГУ (Минск)

Научный руководитель С.С. Мишук

THE ROLE OF SOCIAL NETWORKS IN THE FORMATION OF ENVIRONMENTAL CONSCIOUSNESS OF STUDENTS STUDYING ENGLISH

Роль социальных сетей в формировании экологического сознания студентов при изучении английского языка

This article considers the influence of social networks on the formation of students' environmental consciousness at English classes in educational establishments in the Republic of Belarus. The paper gives a brief overview of the most popular social networks as a learning tool, discusses the advantages of using social networks in the educational process.

Environmental consciousness enters individual's life through cognition. It undergoes formation influenced by numerous factors and spheres of our life such as politics, economics, education, television, social networks and education. In Belarus environmental education in traditional forms of education and upbringing has been developing for about 20 years, but at the same time the environmental consciousness of the student retains anthropocentric character. To think and act ecologically, it is not enough to know about ecology. It is important to involve not only cognitive aspects of a student's thinking, but also emotional, personal, behavioral and other aspects of his/her consciousness through the use of educational technologies based on the logic of subject-subject interaction.

Nowadays, young people are super-connected and a preferable way of communication they choose are social networking sites. Social media literally flooded into their lives. Consequently, integration of social networking sites into teaching and learning

processes to make it effective became inevitable. Let us consider the most popular among young people social networks that can be introduced in the learning process: Instagram, Tik-Tok.

The Instagram platform is popular for its visual content, self-expression and sharing of ideas. In an educational context, it can be used to create visual notes, tutorial posts, competitions and interaction with fellow students. Many international and national organizations, such as Green-peace, National Geographic Environment, Ministry of Nature of the Republic of Belarus and others, have accounts on Instagram. At English classes, students can discuss posts on environmental topics to develop their communication skills, participate in environment-related Challenges, learn about innovations and share experiences with students from around the world in the field of ecology, biodiversity and sustainable development.

A relatively new discovery is Tik-Tok. This platform allows the creation of short videos and posting them for rating. This platform can be extremely useful for creative and cooperative learning, for example, students can present information in the form of a mini-lecture or study tips and post it on Tik-Tok. This piece of video can be posted and rated by Tik-Tok youth communities. Receiving the highest rate for their video posted can encourage and motivate students for further fruitful work. Plenty of short videos on different world issues including environmental are also good to use at flipped classrooms and in project-based learning.

The widespread implementation of social networking sites is bound to happen as more and more individuals find themselves being into it. Pedagogical potential of using the internet community resources is endless. Introducing it to English language learning and teaching if used correctly can particularly contribute to the dissemination of environmental information, knowledge sharing, formation of public opinion as well as environmental awareness formation. Students would be actively involved in the educational process, as it seems applicable and contemporary.

A. Vasiljeva

А.В. Васильева

БНТУ (Минск)

Научный руководитель Л.В. Соловьева

THE IMPACT OF SOCIAL MEDIA ON CUSTOMER OPINION

Влияние социальных сетей на мнение покупателя

The advent of social networks has attracted into our lives not only new opportunities for implementing ideas, but also provided other ways to influence people through, for example, spectacular advertising integrations in long videos, and it has become even easier to manage users' unconscious purchases. In this article, we will consider this phenomenon.