amount of information, including political information; 2) deepening political dialogue: social networks create a platform for active political discourse (this communication format also allows to launch 'viral' ideas that can spread quickly and have an impact on a wide audience); 3) formation of political communities: these communities can organize online rallies, flash mobs, and even hold real protests, based on the organizational structure and coordination of actions in social media; 4) propaganda and manipulation: disinformation, fake news, bots can distort the reality and influence public opinion; 5) 'echo-cameras' and polarization: social networks can create 'echo chambers' where users are mostly provided with the information that confirms their existing views; 6) the role of 'influencers' and celebrities: their popularity and authority can be used to promote certain political ideas or politicians; 7) electronic petitions and initiatives: people participate in the creation and signing of petitions that address socio-political issues.

The influence of social media on the formation of political views is a complex and multifaceted process. On the one hand, they provide access to information and the opportunity to participate in a political dialogue. On the other hand, such cases as blocking accounts of such influential politicians as Donald Trump in the key Western social media, the arrest of Pavel Durov and the pressure on him from the French state intelligence services, the use of social networks to organize mass political actions during the so-called «color» revolutions, the blocking of a number of Russian bloggers on «YouTube» testify to the illusory independence of social networks, as well as the fact that they can be used for manipulation and propaganda by certain political forces, corporations and even government agencies.

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**DEVELOPMENT OF MODERN INFORMATION TECHNOLOGIES
AT PRESENT AND PROSPECTS IN THE FUTURE**

**Развитие современных информационных технологий в настоящее время
и перспективы в будущем**

This article analyzes information technologies that exist today as well as their development in the future. Nowadays, digital technologies are moving forward decisively

at a high pace. They fill all space, all spheres of society, such as medicine, education, economics, politics and many others. Future technologies are expanding in line with the demands of target audiences and even overtaking them. From smart devices and voice assistants to brain implants and virtual reality, which have already been implemented and are in the implementation stage. These devices accelerate and automate human labor.

Currently, the following digital technologies have already been implemented, are actively developing and improving:

● virtual reality is an artificial, simulated world that does not exist in nature, where the illusion of human presence in the digital space is created;

● artificial intelligence is a technology that allows you to give a creative idea to computer algorithms;

● robotics is the process of development and design of automated technical systems, robots;

● cybersecurity is the protection of various data that are connected to the Internet of systems;

● smart devices are equipment that works through wireless systems;

● 3D printing is the construction of a realistic object based on a 3D model created by computer intelligence.

These and many other information technologies are already in great demand all over the world. Translator headphones, a face as a password, a smart city, neural networks with imagination, supermarkets without cashiers, 5G Internet, driverless cars and electric cars, blockchain technologies, a digital twin, computer vision, the Internet of things have actively entered our everyday life.

But humanity does not stand still and has already come up with many ideas that will capture the entire information space in the future. Examples of such technologies include: deep-sea ocean wind farms, wireless energy transmission, exoskeletons, 3D printing of food and medicine, autonomous ships and submarines, computer shoes and clothing, reading and recording dreams, programmable bacteria, medical tricorders, self-writing software, printing human organs, algae biofuel, thermonuclear energy, laser engines, asteroid mining, hypersonic jet engines, vacuum transport, smart dust, earth virtualization, artificial human blood, drone cargo delivery, space elevators and much more.

The Republic of Belarus is also keeping up with information technology and ranks 32nd in terms of development. The country is actively developing the digital economy, IT sphere, information and communication technologies, green economy, the smart city project, high-tech park and much more. The country is developing dynamically in this area and attracts global corporations to create unique ideas. Belarus will follow global trends and improve digital services, security, software, cloud computing by 2030. The Republic of Belarus is confidently increasing the pace in this area and is actively improving it.

Thus, scientists are trying to make everyone use small devices that fit in a pocket, the computer recognizes signals mentally and even executes them remotely. These information technologies will lead to a real revolution in the world, the whole society will

be transformed. There is no need to be afraid of them, because they contribute to improving the quality of life of people, open up new opportunities for development and help to cope with the global problems of humanity. And ultimately, this will lead to a new technological revolution.

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ETHICS AND AI: NAVIGATING THE DIGITAL LANDSCAPE IN ADVERTISING

Этика и ИИ: ориентация в цифровом пространстве рекламы

The goal of the research is to analyze and systematize the trends of digital transformation and AI development in the field of marketing and advertising of fashion brands.

The results of the study are presented in the article. Under *artificial intelligence (AI)* we understand *a set of technologies that enable computers to perform a variety of advanced functions*. Many organizations are experiencing a transformation that requires the use of AI to create a competitive advantage over other market participants. AI helps organizations make more accurate and valid decisions based on data analysis and forecasting future trends.

We have decided to analyze trends of using AI in marketing and advertising campaigns of fashion brands. AI is changing the way fashion businesses market their products. With the help of its tools, businesses can analyze data to use the best marketing strategies and maximize the impact of their advertising. We can see how the iconic British fashion brand «Burberry» uses AI in different ways to promote their products.

Product visualization: AR (Augmented Reality) allows customers to see products in more realistic and personalized way. You can try on clothes virtually and see how they would look in different settings. Therefore, Burberry can attract buyers who cannot visit their physical stores.

In addition, the brand was the first in the world to make use is Snapchat's Snapcode feature, which allows customers to unlock information by barcodes attached to their products.

Other brands also use AI for their promotion: «Valentino» showed a hybrid world between humans and machines in campaign in January 2023, where they used text-to-image system to offer a glimpse into how brands can elevate their visual storytelling through AI. Meanwhile, «Moncler» teamed up with «Maison Meta» to do its