

by offering alternatives to traditional purchasing. These models not only optimize resources but also help build communities where users interact with each other, share experiences, and create additional value for the brand.

Equally significant is the integration of ESG (Environmental, Social, Governance) strategies into corporate culture. Companies place environmental and social goals on par with financial ones, demonstrating that business can be both successful and responsible. Initiatives to reduce carbon footprints, support local producers, or implement transparent governance mechanisms not only mitigate risks but also open up new growth opportunities. For instance, IKEA actively supports local communities by creating jobs and investing in education, which strengthens its position in the global market.

Digital technologies also enable businesses to build direct and deep connections with their audiences through social media and messaging apps. Brands create their own communities where users exchange ideas, participate in discussions, and become part of the company's story. This not only increases loyalty but also allows companies to respond more quickly to changes in demand and trends.

However, new interaction models are not without risks. The digital divide remains a serious issue: not all regions and social groups have equal access to technology, which can exacerbate the gap between developed and developing markets. Cybersecurity and data protection issues also require special attention, as data breaches or hacker attacks can cause significant reputational damage. Finally, ethical dilemmas related to the use of personal data and the manipulation of user behavior present new challenges for businesses, demanding transparency and accountability.

In conclusion, the digital era offers businesses unique opportunities to build closer and more mutually beneficial relationships with society. Companies that successfully integrate stakeholder models, social platforms, ESG strategies, and digital communities into their operations will not only strengthen their market positions but also make a significant contribution to sustainable development.

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THE INFLUENCE OF SOCIAL NETWORKS ON THE EVOLUTION OF LANGUAGE AND COMMUNICATION NORMS

Влияние социальных сетей на эволюцию языка и нормы коммуникации

Social networks represent a unique phenomenon of the twenty-first century that has firmly embedded itself in people's lives and revolutionized communication and interaction with others. This integration has significantly impacted language and communication itself

and continues to transform them. The relevance of the topic stems from the impossibility of imagining modern communication without social networks. The aim of the study is to examine the influence of social networks on the evolution of language and communication norms.

In the modern world, there is a noticeable trend toward speech economy. The reasons include not only the accelerated pace of life but also the specifics of communication in social networks.

Language has adapted to the brevity and informality of social networks, leading to the emergence of new linguistic strategies, such as abbreviations and acronyms [1]. The drive to convey the maximum amount of information with minimal linguistic means has grown to such an extent that the use of abbreviations and acronyms is observed not only in online communication but also in face-to-face interactions. Abbreviations like LOL (Laughing Out Loud), ASAP (As Soon As Possible), and IMHO (In My Humble or Honest Opinion) serve as vivid examples of language evolution and changes in communication norms.

The aforementioned elements belong to slang (a specific informal language), which also includes words and phrases that can briefly and expressively describe a particular situation. Social networks often serve as the birthplace of slang. Beyond its conciseness, the popularity of slang usage stems from the opportunity to feel part of a group, making it widespread not only in online communication but also extending beyond its boundaries.

Social networks have created fertile ground for linguistic creativity and innovation. Users constantly invent new words, expressions, and memes that spread rapidly across platforms. Memes, in particular, have become a prominent form of online communication, conveying ideas, humor, and social commentary through visual images or videos accompanied by specific captions [2]. This also includes emojis (small images or icons that carry an emotional message), which are now indispensable in any correspondence.

Social networks enable rapid communication on a global scale, creating the illusion that «everyone is nearby» and available for discussion on any topic. The simultaneous discussion of hobbies, viral videos, major world events, and more by millions of people fosters a collective experience of the moment and erases boundaries between individuals. This close type of relationship in social networks affects face-to-face communication: people increasingly forget about etiquette, hierarchy, and use informal speech with strangers.

The influence of social networks has also extended to communication norms in business interactions. Habits from social networks have gradually seeped into official correspondence, making professional dialogues softer and more informal.

Thus, social networks have undoubtedly exerted a profound influence on the evolution of language and communication norms. Modern language can now be characterized by brevity and conciseness of thought, while communication norms feature high response speed and informality. The integration of social networks has changed how we interact with others and blurred the boundaries between oral and written speech.

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DATA ECONOMICS: A COMPARATIVE ANALYSIS OF THE ROLES OF SSDS AND HDDS IN MODERN STORAGE SYSTEM ARCHITECTURE

Экономика данных: сравнительный анализ ролей SSD и HDD в архитектуре современных систем хранения

The concept of data economics is gaining significant momentum in modern information systems, affecting how storage systems are designed and managed across almost all sectors today. With the volume of data increasingly thought of as a resource instead of a byproduct, companies have to balance cost efficiency and technological effectiveness.

The main goal of this work is to analyze and prove the economic and operational benefits of a hybrid storage solution which combines SSDs (Solid State Drives) and HDDs (Hard Disk Drives) within one system. The research work aims at investigating their performance, costs, and energy consumption under various workloads to demonstrate that an effective trade-off between performance and cost can be achieved in these data systems through smart integration of both kinds of technology.

SSDs are best suited for «hot» data: dynamic information that is accessed frequently and forms the basis of real-time operations. In applications such as database clusters, transactional systems, and analytics platforms, SSDs enable seamless flows of information with minimum latency. HDDs, on the other hand, have a continuing role in storing «cold» data: archives, backups, and large historical volumes of information that must be safely retained but seldom accessed. Because of this, the majority of companies operate today on a hybrid model of storage that reflects the varied needs of their data. Here, rather than in competition, SSDs and HDDs work together.

Energy efficiency also favors the use of both drive types. SSDs consume less power and produce less heat, thereby increasing the ecological and operational efficiency of data centers—something that is becoming increasingly important as energy costs go on