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## **THE INFLUENCE OF SOCIAL NETWORKS ON EVERYDAY COMMUNICATION IN MODERN SOCIETY**

### **Влияние социальных сетей на повседневную коммуникацию в современном обществе**

The advent of social networking sites has irrevocably transformed the landscape of human interaction, creating a complex duality in their influence on everyday communication. While heralded for their ability to connect people across the globe, these platforms simultaneously pose significant challenges to the depth and authenticity of our interpersonal exchanges. This article explores this dual impact, arguing that the very tools designed to bring us closer may also be driving us further apart in fundamental ways.

On the surface, the benefits of social networks are profound and undeniable. They have democratized communication, breaking down geographical and temporal barriers that once limited human connection. Platforms like Facebook, Instagram, and WhatsApp allow for instantaneous sharing of life events and constant contact with friends and family, fostering a sense of perpetual closeness. Furthermore, they serve as powerful engines for community building, enabling individuals to find and engage with like-minded people across the globe based on niche interests, professional networks, or shared experiences. This has empowered marginalized groups and facilitated the rapid mobilization around social and political causes, creating a new digital public square.

However, this expansive connectivity often masks a move towards more superficial relationships. The architecture of social networks encourages the maintenance of vast networks of what sociologists call «weak ties» – connections with acquaintances and distant contacts. While these ties can be valuable for information sharing, they often develop at the expense of deep, meaningful bonds that require sustained, effortful interaction. The result is a paradox where an individual can have hundreds of online «friends» yet experience a profound sense of loneliness and social isolation. This environment also leads to the phenomenon of «context collapse», where a single message is broadcast to a diverse audience of colleagues, family, and friends, stripping away the nuanced context of private conversation and encouraging performative, rather than authentic, communication.

The very nature of communication is being altered at its core. The preference for quick, text-based interactions – often reduced to abbreviations, emojis, and likes – is eroding the richness of in-person dialogue. In this streamlined exchange, critical non-verbal cues such as tone of voice, facial expressions, and body language are entirely lost. This loss significantly increases the potential for misunderstanding and conflict, while also

diminishing our capacity for empathetic engagement. As researcher Sherry Turkle aptly observes, we are increasingly «sacrificing conversation for mere connection», settling for the illusion of companionship without the demands of true friendship. The constant distraction of notifications and the pressure to be perpetually available further fracture our attention, making sustained, deep conversation in the physical world a growing challenge.

In conclusion, the influence of social networks on everyday communication is a double-edged sword. They offer powerful and unprecedented tools for maintaining connections and building communities on a global scale. Yet, they simultaneously risk impoverishing the quality of our interpersonal interactions by promoting superficiality, performance, and distracted engagement. The challenge for modern society is not to reject these platforms outright but to cultivate a more mindful and intentional approach to their use. By recognizing the irreplaceable value of unmediated, face-to-face conversation and setting deliberate boundaries for our digital lives, we can strive to harness the benefits of global connectivity while preserving the depth, empathy, and authenticity that are the hallmarks of truly meaningful human communication.

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## **ARTIFICIAL INTELLIGENCE: PLUSSES AND MINUSES**

### **Искусственный интеллект: плюсы и минусы**

The main goal of my research is to identify the pros and cons of artificial intelligence and analyze the opportunities and threats.

Artificial intelligence (AI) is a field of computer science that focuses on creating machines and programs capable of performing tasks that require human intelligence, such as learning, problem solving, and decision making. It mimics human cognitive functions using techniques like machine learning to analyze data and identify patterns. Examples of AI include virtual assistants (Siri, Alexa), recommender systems, and generative models that create new content, such as ChatGPT.

Artificial intelligence (AI) offers benefits such as the automation of routine tasks, increased accuracy and productivity, faster analysis of large volumes of data, and improved decision-making. Furthermore, AI improves security (e.g., in cybersecurity), personalizes user experiences, and fosters creativity by freeing humans from monotonous work.

#### **Advantages of AI**

Automation and efficiency: AI can perform routine and repetitive tasks faster and more accurately than humans, reducing errors and freeing up employees for more creative