

Collective bargaining is a voluntary process, where both parties come together in order to have a meaningful dialogue on various issues. *Flexibility and mobility* are the next features of the process. A spirit of give-and-take works unless both the parties accept the final agreement. Obviously, *collective bargaining is based on the principle of industrial democracy*. The workers are involved to make decisions, share responsibility and authority in negotiating. *Collective bargaining is characterized by integrity*. In order to conclude a collective agreement, the parties should justify their claim, exchange information, have a debate and be ready to compromise.

Significance and comprehensiveness should also be mentioned. Parties should have an interest reaching a compromise so that it's important to facilitate meaningful negotiations. Parties must have access to appropriate information

Business is unthinkable without communication. Business communications may be viewed as an important way to organize and optimize any activity: commerce, science and etc. Communication skills are a prerequisite for good leaders to conduct a dialogue with their subordinates and negotiators, to identify ideas and goals.

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HOW DO THE SOCIAL NETWORKS MAKE A PROFIT?

Как социальные сети получают прибыль? *

Certainly each of us has thought about how the social networks that we use every day make money. Social influence is a dominant part of work and life that has been amplified as we become more psychologically connected to our social networks through digital platforms.

It is difficult to maintain one's independence of thought and action in societies where our social networks and our connections to them via social media have a profound social influence. So if practically everyone has access to a particular social network, isn't there a way to make money?

If you're not paying for the product, you are the product. There are many methods how social networks earn money on their users. The main methods are advertising, applications, games, premium subscriptions. So let's figure out each way.

Advertising is the main source of income for social networks. Targeted advertising is a type of Internet advertising that delivers promotional messages to

a customer according to their specific traits, interests, and preferences. Brands get this information by tracking consumer profiles and activity on the Internet.

The social network Facebook has presented a financial report on the results of 2020. The company's total revenue amounted to \$85.96 billion, its main part is accounted for by advertising revenue, which reached \$84.17 billion – this is 21 % more than a year earlier.

Also, most companies provide paid services in their social networks, for which users pay real money. A striking example is stickers, gifts, bonuses in games, different statuses on social networks. People pay pennies in order to please one of their friends, relatives, to congratulate on a holiday with the help of a virtual bouquet or a picture of a funny cat.

For example, the VKontakte application shows a twofold increase in sticker sales. In addition to its own characters, the social network cooperates with the most iconic franchises in the world to offer users their favorite characters. The company also launched animated stickers.

Many social networks have paid subscriptions, which also bring considerable income. However, the only successful social networks with a subscription are entertainment, media and dating networks. Free apps attract ordinary users because they have nothing to lose. But no company can take the risk and make a social network completely paid, as this can lead to the loss of users, and therefore to the loss of profits. In 2020, revenue from YouTube subscriptions amounted to \$17 billion. Compared to 2019, it has grown by 21 %.

There are social networks that offer services to other people to sell or raise funds through them. The social network will charge a transaction fee for this issue. One of the most popular options is games. Here people get a wider range of opportunities when they pay real money. Also, games are a great platform for advertisements. Because of the pandemic, this type of earnings is gaining huge momentum, because a huge number of people are sitting at home and using all possible games. Most often there is such a situation that the game developer gives a trial version of the application and if the user likes it, then he is forced to pay for it in order to use it to the full. As a result, all the money received from the paid game is distributed between the owner of the social network and the developer of the game.

So, developers and owners of popular social resources continue to develop their platforms every day to attract more people and increase profits. Almost every day new functions and features appear on social networks that people want to pay for. And even users with a free subscription, without knowing it, bring income to social networks.