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THE IMPACT OF SOCIAL MEDIA ON MENTAL HEALTH

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Резюме – в наше время общение является неотъемлемой частью современного общества, и социальные сети как ничто другое обеспечивают его в полной мере.

Summary – nowadays, communication is an integral part of modern society, and social networks, like nothing else, provide it in full.

Introduction. Everyone knows that social networks, one way or another, have an impact on our lives. Social networks began to appear in the 1990s. At that time, people's feelings were completely different. Some were delighted with the opportunity to share their thoughts, photos with old friends, find old friends and make new ones. Others were very wary and feared for their privacy.

The main part. The 21st century is the age of technology, now more and more people spend their free time on social networks. Every year the number of social networks users increases, thus it has become much easier to promote advertising. Advertising is one of the most effective ways to promote goods and services in the modern world. Advertising on TV and on social networks has a significant impact on people. It has become more hidden and less obvious. This encourages people to make more purchases, because they do not notice that advertising has influenced their choice. It can be personal and use data about the user's behavior on the Internet to offer goods or services that may be of interest to him. It can also be embedded in our usual activities on the Internet – in social networks, on search platforms. Such ads may look like regular social media posts or blog recommendations. Invisible advertising can stimulate to purchase more because it can be more attractive and personalized for each user. Social media can have both positive and negative effects on mental health, and I would like to thoroughly study this topic below.

Positive aspects:

1. Social networks can provide an opportunity to keep in touch with friends, relatives, acquaintances, which can increase the sense of connectedness and reduce the feeling of loneliness.

2. Using social networks can cause positive emotions and improve mood, especially when receiving support from other users.

3. Social networks can also provide various kinds of information.

4. They can be useful for both professionals and students. Social networks can be used for job search, for the exchange of experience and knowledge.

Negative aspects:

1. Fascination with social networks can become a problem if every time there is free time, a person starts flipping through the social media feed.

2. Constantly comparing your life with the lives of other people.

3. Depersonalization: People who spend a lot of time on the Internet may forget how to communicate with people in real life.

4. Reduced productivity.

5. Social media posts can lead to misunderstandings of people, as well as lead to conflicts.

6. Threat to privacy.

Conclusion. It is important to remember that all people are completely different, and the impact of social networks on mental health can be unique. Therefore, it is important to find a balance in the use of networks and maintain communication with friends and relatives in real life.

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DOING BUSINESS IN WORLD MODERN ECONOMY

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Резюме – в данной статье рассматривается глобализация как ключевой термин мировой экономики, а также исследуется техническое развитие, привилегии и т. д.

Resume – this article considers globalization as a key term for the world economy, and also examines technical development, privileges, etc.

Introduction. Today's global economy has changed rapidly over the past few decades due to globalisation, technological advances and changing consumer preferences, leading to economic growth and development. As a result, companies