

SOCIAL NETWORKS AS A FORM OF INTERNATIONAL COMMUNICATIONS

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With the development of Internet society questions of influence of network services on the development of international communications are becoming increasingly important. There are many global network services on the Internet. A special direction among them is social networks, becoming increasingly popular nowadays.

Today, communication is a transmission of information from one person to another, from one system to another. Communication is also a contact, message, news, interaction, exchange of information in society, creation and spread of information [1, p. 317].

Social Network is a platform, online service or web site, intended for construction, reflection and organization of social relationships.

In order to gain an audience of 50 million people, it took radio 38 years, television 13 years. Facebook has received 200 million users in less than a year.

More than 82% of Internet users have accounts on social networks and spend there at least two hours a day.

There is a growing number of users who come to the social sphere not only for socializing, but for getting information as well. Businessmen understand that social media is an effective marketing channel.

The popularity of online social networks has increased in 1995, with the appearance of the American portal Classmates.com. The project has been very successful so that after few years more than one dozen similar services were created. But the official start of the boom of social networks is considered to be 2003-2004, when LinkedIn, MySpace and Facebook were launched [2].

Social networks, on the one hand, have all features of mass media. They also continue to perform the majority of their functions.

What is the difference between social network and other Internet services? Firstly, the users of social networks can place information about them on the personal page and determine what type of user can view and comment on it. Secondly, all network users can be categorized (e.g., friends, relatives, colleagues and so on.). Thirdly, there is a possibility to create thematic groups.

Another positive aspect associated with social networks can be noted. Participation in international networks such as Facebook, LiveJournal can contribute to the development of a foreign language, such as English. However largely in the written form.

Research resource Ebizmba published the popularity rating of world social networks in June 2014. The top three without any surprise formed a Facebook, Twitter and LinkedIn.

The most well-known and often used in the Republic of Belarus social networks:

1. Facebook. Foundation – 2004. Founder - Mark Zuckerberg.
2. Twitter. Foundation – 2006. Founders - Jack Dorsey, Evan Williams, Biz Stone.
3. LinkedIn. Foundation – 2002. Founder - Reid Hoffman.
4. Google Plus +. Foundation – 2011.
5. Instagram. Foundation – 2010. Founders - Kevin Systrom and Mike Krieger.
6. VKontakte. Foundation – 2006. Founder - Pavel Durov.
7. MySpace. Foundation – 2003. Founder - Chris DeVulf.
8. Ask.fm. Foundation – 2010. Founders - Oscar Liepinsh, Mark Terebin and Ilya Terebin.
9. Classmates. Foundation - 2006 [3].

Advertising in the community is the purchase of placing posts or repost in popular communities. In the first case (post purchase), the aim of the advertiser is to increase traffic on the website. In the second case (repost purchase), the goal of the advertiser is to attract users to a group of companies in the social network. In this case, the cost of an advertising campaign depends on the number of subscribers in this group.

The best time for posting to social networks:

Social network	Time
Facebook	13:00-16:00
Vkontakte	13:00-15:00, after 20:00
Instagram	17:00-18:00
Twitter	13:00-15:00
Google+	9:00-11:00

Obviously, these social networks can and should play an important role in the activities of corporations. Corporation's work is becoming increasingly collaborative, but the basis of environment is becoming more complicated.

Social networks are a unique mechanism for finding staff, associations of people with the same interests, etc. Members of social networks can be very distant from each other, so social networking tools are the most effective means of communication.

Members of social networks are people (rarely organizations) who need an exchange of information on special topics.

Also internet resources are used by individual entrepreneurs, who get licenses to carry out commercial activities and promote their products on the Internet with the help of marketing strategies. One of these strategies is to develop business through online lotteries.

Users of social networks publish information about themselves, their attitudes, interests, preferences, and so on. This information can be used in market research. On this basis, advertisers can define people, who may be interested

in their activity, and send notice to them depending on the information in their profiles (age, gender, place of residence, etc.).

Promoting of business in social networks (or "Social Media Marketing", "SMM") is a new sphere, but it is a necessary tool in online marketing. The main task of SMM-specialist is to form the "face" of business in social networks, seeking feedbacks from their audience (i.e., consumers) and make advertising more effective [4].

As for the future development of social networks, it is possible to make the following assumptions:

- Social networks will continue to grow. Both young and old generations will be involved in it.
- Specialization of networks will be increased in the future. The largest network tries to ensure that they can find each person. Leading Internet companies such as Google, Yahoo! and Microsoft OSB will develop their own social networks.
- The largest networks will try to form a platform that will help them to attract other firms for creation new services on the basis of social networks. In particular, Facebook has already developed a platform on which different companies can write applications that will integrate into the Facebook.
- Mass-media will be integrated into social networks. It will create a special "phone book" in which contacts in different subnets (business, personal, etc.) will be stored.
- Corporations (especially the largest) will implement the corporate network, which will be integrated into public social networks.

Many people do not realize that information placed by them in social networks, can be found and used by anyone, not necessarily with good intentions. Information about the participants of social networks may be found by their employers, relatives, debt collectors, criminals and so on. Sometimes bailiffs use social networks to find defaulters or obtain information about their property.

In conclusion, it is worth noting the importance and necessity of social networks in the development of international communications. Business communication acquires great significance in the market trade.

Business communication can be interpreted as the activities undertaken to achieve certain interests of the company as well as its main objectives. Depending on your situation, you can select different forms of business communication: meeting, presentation, conversation, public speaking.

Finally, with the development of IT-technologies all forms of business communications can be performed with the help of social networks that do not require real presence in a particular location. Online conferences, webinars and online meetings become widespread. It allows business partners all over the world to discuss questions remotely.

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