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## COMMUNICATION PLATFORMS AS A TOOL FOR MANAGING SOCIAL OPINION

**Abstract.** *The purpose of the research* There is a need to study network communication as a leading type of communication and informing humanity in the XXI century. The communication process requires detail and in-depth study. **The scientific novelty.** The emergence of new genre forms, synthesis of materials, expanding the boundaries of communication and the possibility of publishing any material lead to the emergence of new communication and information planes, the formation of fundamentally new units in social communications. We consider communication platforms to be one of them, which during their development stood out as independent units: separated from social networks, Internet trading platforms, network channels acquired independent classification features and became an autonomous and unique plane. **The Conclusions.** The article offers a vision of communication platforms as components of the communication process. An attempt was made to separate them from already established units - media, social networks, information channels, etc. The scientific views of the leading scientists of Ukraine are analyzed. A survey of 550 Ukrainians was conducted. This gave the authors an understanding of the attitude of Ukrainians to the information field posted on communication platforms. The analysis highlighted that the audience does not understand the significant differences between communication platforms and other types of communication and information in the network. This is due to gaps in media literacy among the population.

**Keywords:** social networks, communication platforms, informing, digital genres.

## КОМУНІКАЦІЙНІ ПЛАТФОРМИ ЯК ІНСТРУМЕНТ УПРАВЛІННЯ СОЦІАЛЬНОЮ ДУМКОЮ

**Мета роботи.** У XXI столітті виникає необхідність вивчення мережевої комунікації як провідного виду спілкування та інформування людства. Комунікаційний процес потребує деталізації та поглибленого вивчення. **Наукова новизна.** Виникнення нових жанрових форм, синтезації матеріалів, розширення меж спілкування та можливість оприлюднення будь-якого матеріалу призводять до виникнення новітніх комунікаційних та інформаційних площин, утворення принципово нових одиниць у соціальних комунікаціях. Однією з таких вважаємо комунікаційні платформи, що під час свого розвитку виокремились як самостійні одиниці: відмежувалися від соціальних мереж, інтернет-торгівельних платформ, мережевих каналів, набули самостійних класифікаційних рис та перетворилися в автономну та неповторну площину. **Висновки.** Запропоновано бачення комунікаційних платформ як складових комунікаційного процесу. Здійснена спроба відмежування їх від уже усталених одиниць: ЗМІ, соціальних мереж, інформаційних каналів тощо. Проаналізовано наукові погляди провідних вчених України. Здійснено анкетування українців обсягом 550 респондентів. Це дало авторам розуміння ставлення українців до інформаційного поля, розміщеного на комунікаційних

платформах. Здійснений аналіз свідчить, що аудиторія не розуміє суттєвих відмінностей комунікаційних платформ від інших різновидів спілкування та інформування у мережі. Це пояснюється прогалинами у медіаграмотності серед населення.

**Ключові слова:** соціальні мережі, комунікаційні платформи, інформування, дигітальні жанри.

**The Problem Statement.** Nowadays the issue of modeling the modern communication space, where network information exchange is 90% of the total media, is urgent. Modern theorists and practitioners are increasingly paying attention to the study of the formation of information flows and dynamically changing space, creating new conceptual models and shaping trends of information trust and perception. It should be emphasized that modern scholars (especially the Ukrainian community: Zernetska, 2009; Zinko, 2011) consider communication platforms mainly from the standpoint of political phenomenon, as a platform for waging information war, conducting political activity of the government of the state, an element of building the image of the country and nations on the world stage. On the one hand, this is a fundamentally correct position, because network platforms are multifaceted and unique in their functionality and synthesizing capabilities. According to Pipchenko N. social media platforms are the first to act as a tool "...foreign and domestic political activity, through which not only can destructive influence on political, economic, social processes in a country, region or the world, but and to create conditions for friendly development of relations between countries" (Pipchenko, 2011).

**The Purpose of Publication.** There is a need to study network communication as a leading type of communication and informing humanity in the XXI century. The communication process requires detail and in-depth study.

**The main methods of research were.** Sociological survey, bibliographic and descriptive methods. For this article was used descriptive method for the development of the problem and the problem of understanding the communication platforms and the theoretical report is available. The theoretical and methodological aspect of study delivered nutrition. Also, we blundered the method of factual and documentary, as one of the most prominent science arguments, to recognize the real manifestations of this tendency of active communication platforms in Ukraine. There is a significant gap in applied classification and communication technologies in the classification series. The development of digital grinders has led to the emergence of a large number of different clusters and groups that today form genre families. An example of this is the blogosphere, which includes not only blogs as a public form of

munication, "...but also quotes, web blogs, podcasts, spam blogs, and more" (Dosenko, Sytnyk, 2022).

**The Analysis of Sources and Recent Researches.** Today, there are a number of scientists who study direct and indirect network communication. Among the domestic ones it is worth mentioning Demchenko S., Dosenko A., Potyatynka G., Kvita S. and many others. From the standpoint of studying media content, it should be noted: Antonyuk A., Dmytriv L., Tonkikh I., Fedorchuk A. and others. R. Craig, S. Bowman, and K. Willis raised the issue of blog innovation.

It should be noted that not enough attention is paid to the study of digital genres today as the fourth group of traditional genres and leading in online journalism. They gave impetus to the development of network communication, which synthesized on its platforms informational, analytical and journalistic texts, creating fundamentally new forms of information coverage and communication, directing the development of fundamentally new content among online media.

**The Main Material Statement.** Such platforms help to conduct foreign economic and political activities of the country, to form a portrait of the government and the President (nowadays such kind of actively is seen on the pages of the current political leader V. Zelenskiy and his team), to involve the population in discussing the actual needs of the country and to create a myth of "involving" the nation in the process of state formation of Ukraine. "The role of social political platforms in the foreign policy of any state cannot be assessed unequivocally, because they can simultaneously have both functional and dysfunctional influence on political processes. They can serve as a source of dissemination of negative information about the activities of the government, country or be a center for coordination of terrorist actions, and as a source of positive information facilitate coordination of governmental and public emergencies or in the fight against corruption" (Pipchenko, 2011). The networking platform is a unique phenomenon that is able not only to form public opinion, but also to publish information resources that often the traditional media could not cover due to censorship or affiliation with a particular oligarch, which favors a particular political force. Increasingly, scientists are thinking about the need to study the mechanisms of image construction through a communication platform that acts as a multifaceted element.

In our opinion, the communication platform as a modern phenomenal phenomenon should be defined. It is a fundamentally new phenomenon bordering on social networks, blogs and online media. This phenomenon makes it possible not only to manipulate the consciousness of the target audience, but to shape it, to model it, to create a picture of the world of a person through the lens of communication. Communication platform is a phenomenon that allows not only to generate the process of information exchange, but also to provoke the division

of science "Social communications" (the Internet branch of the discipline) into Internet communication and online platforming.

It is important to understand that content in both versions will be at the forefront. "Recently, the media segment of the Internet space has been expanding at a rapid rate, which has led to an increase in the number of Internet media and an intensification of competition between them. Previously, print media was the predominant source in the network, today most of the online media exist only in virtual format" (Zinko, 2011).

Due to content that is often generated by the average Ukrainian, communication platforms are often confused with social media pages, but there are conceptual differences between them. The issue of quality of the covered content is very acute, because it traces the fight for the number of subscribers, outlines the status when the site is at the stage of search engine ranking. At the same time, it itself needs to be studied and separated, since at times such content is completely contrary to the well-known and necessary professional standards of traditional journalism.

Modern communication platforms are convergent units. They emerge online and evolve depending on the synthesis of technological form and content genre components. "The convergence of genres and forms is the result of the merging of previously diverse and disjointed media, such as radio and television on the Internet. The transfer of functions from one media to another, "changing roles" in different communication channels radically changes the former notions of communication and information channels" (Zinko, 2011).

The dynamic development of communication technologies from the technological component has led to the emergence and development of public journalism and amateur media. This has fundamentally changed the information space of the world, erased the spatio-temporal framework, changed the process of communication, and at the same time communication models. This is why there is an urgent need to study communication platforms that generate the emergence of new communication units by becoming a new cluster.

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Communication is gaining a fundamentally new meaning, network platforms generate not only the latest genres, but also the processes of information exchange. One of the structurally important elements of such communication are now

communication platforms and social networks, which are often perceived by the audience as identical phenomena.

It is very important for the study of platforms today to understand the existing models of social networks, which gave a significant impetus to the formation of the first. Evolving, changing their models, restructuring the information and communication component, communication platforms have become a significantly new unit of study in network communication.

Contemporaries pay attention to the study of the existence of models of social networks. According to Rita Tivonen and her team in the research article "Comparative study of social network models: Models of network evolution and models of nodal attributes" existing popular social networks are divided into "... those in which adding new links depends on (usually local) network structure network evolution models, NEM), and those in which links are created only on the basis of node attributes (node attribute models, NAM)" (Tivonena, Kovanen, 2009). The author's team emphasizes the existence of models on the Internet in a system of two empirical networks, according to the existing basic properties. In their study, they classified models of social networks depending on the spectrum of clustering, the distribution of geodetic pathways, according to the structure of the community, determined by subgroups and internal connections.

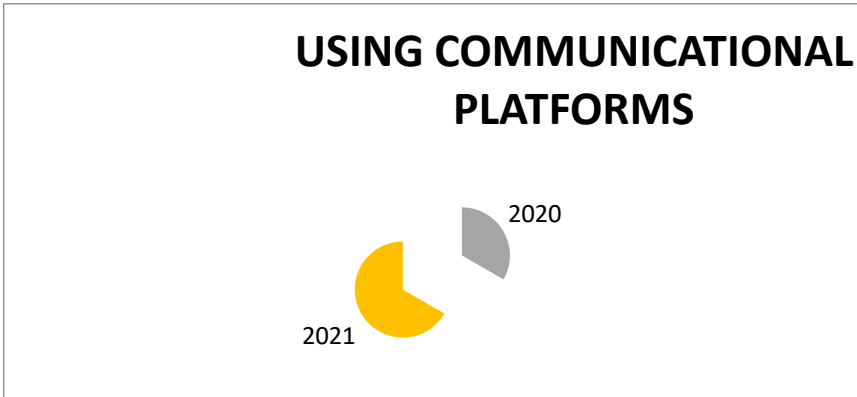
Tarleton Gillespie emphasizes the existence of social media platforms, defining them as one of the most powerful and influential mechanisms for managing social consciousness. The photos published there have a powerful force, and network users do not always understand their informational value and semantic load "In it he criticized both the decision and Facebook's undue influence on news, calling Facebook " the world's most powerful editor. Many Norwegian readers, even the prime minister of Norway herself, reposted the photo to Facebook, only to have it quickly removed (Bozdag, 2013).

The researcher emphasizes the power of social networks that are information platforms. The modern world is dynamic, information-rich, not ordinary. The advantages and disadvantages of the lack of information hunger are synthesized in a unique resource - the network. There are no more gaps, because now there is a need to detail the capabilities and characteristics of communication platforms as a phenomenon unique, unique and communication-powerful. One of these was social networks as platforms: "Social media platforms arose out of the exquisite chaos of the web. Many were designed by people who were inspired by (or at least hoping to profit from) the freedom the web promised, to host and extend all that participation, expression, and social connection" (Bozdag, 2013). The very nature of communication platforms is public, the person who publishes their materials there is psychologically ready for their publication, but not always ready for the

consequences. Each information material provokes the reaction of the audience, the only point here is the quantitative indicator of the author's audience.

”Social media platforms put more people in direct contact with one another, afford them new opportunities to speak and interact with a wider range of people, and organize them into networked publics“ (Bozdag, 2013).

When researching communication platforms, it is worth considering the positions of content creation, because its quality and information power provoke the impact on the target audience, form its psychological, aesthetic, moral state. We did not conduct a large survey, and saw how the modern Ukrainian audience relates to social networks and communication platforms. We compared the level of awareness of Ukrainians about the difference between platforms and social networks in 2020 and 2021, surveying 550 users. The results are presented below.



***Figure 1 The level of awareness of Ukrainians about the difference between platforms and social networks in 2020 and 2021 arms as a tool for managing social opinion***

**The Conclusions.** As a result of such a synthesis, we have the phenomenon of media platforms, which nowadays have a traditional form - printed traditional media with elements of television portals. Alternatively, the next stage in this development is the assimilation of traditional genres that lead to the integration of different communicative forms. Thus, such integration takes place not only at the level of emergence of the newest genres, which are no longer related to journalism, but to communicative studies, but to the restructuring of the modern information and communication space.

As can be seen from this, the study of communication platforms is an actual and perspective vector of modern research. The question of the controversial

impact of communication platforms of different formats and the nation and the state remains open.

The study of the phenomenon of communication platforms today is relevant and problematic. Today's audience is just beginning to see the difference between them and social networks due to a number of existing factors. These factors include both technological aspects of society development and individual features of network communication and information processes in the network.

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