

УДК 659.126

PROS AND CONS OF SOCIAL MEDIA

А. Г. БОРИСОВ, М. В. ПАХОМОВА, С. А. АРТЁМЕНКО

Научный руководитель Е. С. ВЕРБИЦКАЯ

Белорусско-Российский университет

Могилев, Беларусь

In the modern world, when new technologies appear every day, we often say and hear – Social Networks. They have become an integral part of our lives. What are social media though? Here, ‘Social’ means sharing data and information with friends and people. ‘Media’ means the medium of communication, like texts and images online. Social media have influenced and affected everyone through different platforms and apps, for example Facebook, VK, Twitter (or X), Reddit, LinkedIn, and so on.

Social media have both negative and positive sides. Here are five pros of social media.

1. Communication/Connectivity: people can communicate despite their location through social media.

2. Education: a great advantage of social networks is the availability of educational sources and information to expand your knowledge in any field.

3. Awareness: social media improves people's lifestyles and increases audience awareness. Social networks help people discover something new and innovative.

4. Information and Updates: with social media, the latest information and important updates are spread easily. But unfortunately, not all information on the Internet is true.

5. Business Promotions: social media can act as a huge catalyst of growth for business and help local and small businesses to get noticed.

The five main cons of social media are.

1. Cyberbullying: students and teenagers often become victims of cyberbullying due to the excessive use of social media.

2. Hacking: personal information and privacy can be easily hacked and shared on the internet.

3. Health Issues: the excess usage of social media can have a negative impact on mental health.

4. Addiction: the addictive part of social media is very strong. Teenagers are the most affected by the addiction to social media.

5. Time Consuming: the emotional connection with their families and friends is losing its importance for teenagers due to the excessive use of social media.

Whether social media are good or bad remains a matter of debate. Nobody would argue that social networking is positive and beneficial. Their benefits have undoubtedly made our lives faster, happier, more exciting and convenient, and many people think that their benefits outweigh their disadvantages. But it goes without saying that they should be used responsibly and wisely.