COMMUNICATION PLATFORMS: NEW POSITIONS AND APPOINTMENT

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ABSTRACT

There is an urgent need to identify communication units that are able to disseminate quality, socially relevant information in modern global media space. There is a need to classify existing communication units and to identify the features that are inherent in each of them.

The article examines the phenomenon of communication platforms and their perception by Ukrainian and Polish audiences. The relation to the information received through platforms is defined. The paper research the communication platform, describes features that distinguish it from other forms of communication in the network. Existing platforms are presented and delineated: web platforms, social networks, blogs, trading platforms, website designers, educational Web Platforms (e-Learning), communication platforms.

A survey was conducted among Ukrainian and Polish citizens, which proved the attitude and level of information confidence of the communication platform as an authoritative source. It is revealed that at present the overwhelming number of users have little understanding of the difference between a communication platform and other types of platforms precisely because of the lack of determination of concepts and explanations.

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1. INTRODUCTION

There are acute problem of identification of modern information and communication technologies, which known as communication platforms of the XXI century. The problem is due to the concept outlined. There is no unified definition and classifications that would clearly define the terminological series of the concept as a theoretical and practical unit. All this will determine the need to study the problem of information coverage at the communicational platforms (next is CP) in an international format. We began to explore the communication and information formats of two countries - Ukraine and Poland. Tried to find out about communicational experiments of citizen of both countries and made some conclusions about modern determinations and classifications.

A great need to study such platforms also arises through constant spatial information globalization. The expansion of borders, the ability to draw information not through the media are constantly changing the level of trust in traditional media and armature media. Platforms gain an image of a unified truthful plane where thought leaders constantly generate and control public opinion, while remaining in the shadows and using "decoy" faces.

The same effect can be observed by examining the dynamics of the life of social networks.

There are many modern technologies considered as a phenomenon of communication component into the world reality of developing and introducing. One of the prisms is creating social media, presenting the latest communication tendencies, which outline the leading postulates of factors influencing the realization of media activity. It studies manipulative mechanisms, shaping the image of the country through the lens of the media. But the concepts of communication in networks from the point of view of technological components remain unheeded. Communication platforms according with the point of view of the user's own internal vision are not studied.

One of the communication platforms is consider modern social media "a significant component of the modern information space for over 3 billion people, with experts noting that about 78% of people trust social media posts and are actively involved in political online communication." [1]. But also create a number of appropriate communication conditions that represent the media platform from a completely new issue.

According to our opinion, the main purpose of modern communication platforms raise the awareness of the audience in the subject is aimed. In the vast majority, one platform operates in a single vector. The task of the CP is to carry out a series communication campaigns on the network, which would help not only inform the audience about the events taking place in Ukraine or Poland, but also about the level of development of national communication (or other industry: business, culture, sports etc.).

The aim of the article is to analyze the peculiarities of the existence of the concept of "communication platform" and it appointment. Nowadays the effective communication has a number of priorities. For example, one has increased the level of trust between the CP and target audience.

For the aim a number of functions of the CP are put forward, within the limits of their existence, touching and covering various topics are distributed:

Educational function of CP. Its aim is educate users by revealing certain elements of illuminated issues, to learn how to find the right way out of the situation, to discover the main trends that should be faced with the problem, encourages the audience to draw the necessary conclusions.

Educational function (as a behavior component). The aim is to educate the necessary owner of the user platform. For example, a patriot if the CP is socially significant.

Entertainment feature. It is necessary to publish entertainment content for the users of the platform, for example, greetings on holidays, birthday parties, and presentation of success of the person. This tendency is always positive, because everyone pleased to find his name on the pages of the site and to understand that he becomes a public person for a while and therefore successful.

Communications function. Aaimed at improving communication between the organization (institution, individual), which leads the CP and the audience. It is clear that the problem of communication platforms is quite relevant.

2. LITERATURE REVIEW

We paid attention to how the modern scientific community defines Internet communication, blogs and social networks. It helped us to explore the theoretical foundations of research topics.

For example, Eva Nowak-Teter researching a relevant topic described next: «…new media environment requires adequate verification of the results of previously known media effects research» [2].

Scripnic J. had wrote about Web 2.0 technology's as way of information spreading «The concept of collectivity appears in this context as the key word for interpretation conditioned by the new media culture. This is the way to create mythical image of communication in Web 2.0, which seem to implicate the formation of cyber communities, but on the other hand – proves that communication in Web 2.0 is an area of increasing alienation»[3].

Palzevskiy M. had described Twitter as new online medium. «Tweets pull news out of the context, move it to another reality, sometimes even we do not know what they refer to. There are vague, unclear, incomplete and infinite. Tweets are missing all characteristics of the paradigm of news: they do not have the structure of inverted pyramid (separate leads, body, title, or background, and so on) » [4]. As we can see the problem of the integration of communication platforms is limited in number. The highest order is to go to communication at least with the same position and mechanism.

Authors of Oxford academic Journal notes «Social media tools and platforms have become an essential part of how we share information and ideas around the world. Over the last decade, OUP has established a dynamic and influential presence across many social media channels» [5]. It is worth to pay attention to Ron Davis's works. He noted «Social media can also serve as an indirect influence on the stories that mass media present. In order to compete in a fast-moving media environment, journalists increasingly rely on political blogs, Twitter conversations and user video and photo content as sources for their stories» [6]

Exploring such problem, one cannot create account globalization as a way to invent process that has given a great impetus to the development of digital media and digital genres. But a group of users could do it. «Changes related to globalization have resulted in the growing separation of individuals in late modern societies from traditional bases of social solidarity such as parties, churches, and other mass organizations. One sign of this growing individualization is the organization of individual action in terms of meanings assigned to lifestyle elements resulting in the personalization of issues such as climate change, labor standards, and the quality

of food supplies» [7]. Digital media today constitute large cluster, which has its own kind, emphasizes the relevance of the chosen topics.

Exploring social networks as an information source having elements of feedback, one should look at user profiles.

The profiles of those who lead the platform on social networks are often activated, compared to the powerful information sources that have an impact on the public. "Social media, in general, encompasses a range of information and communication tools and technologies used by users to retrieve information, as well as expressing their opinions, forming an extensive network of connections with other users or groups" [6].

3. MATERIALS AND METHODS

For this research authors 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 Poland and Ukraine.

We also made some questioning of Ukrainian and Polish citizens there were 457 respondents.

4. RESULTS AND DISCUSSION

Special attention is needed to play to the social media, which for some reason should draw parallels with platforms. These include: Wikipedia, Buzzfeed, Wix, Wordpress, Tumblr, Blogger, YouTube, Vimeo, Flickr, Snapchat, Instagram and many others. All of them have their own peculiarities, because of which they cannot be separated from each other and need separate detailed study.

Wikipedia, Buzz feed is worth exploring and refining their communication process from the standpoint of the interactive nature of information resources on web pages.

Wix, Wordpress, Tumblr, Blogger servers are modern popular site designers that allow content to be self-contained, even when the communicator is not a certain authority. But the owner of a platform is tries to implement communication channel, which for many reasons does not reach the electronic. Media can only be seen as a communication platform.

Flickr, Snap chat and Instagram also have quite a high level of popularity today. To make it possible to keep their own microblogs, which helps separate them from the previously described ones.

YouTube and Vimeo should be classified as CP videos, since the vast majority of content posted there should not qualify as blog posts, even in video format. These are fundamentally excellent platforms should be explored by network video communication. The social and communication mechanisms of managing information resources tend to be traditional video formats, but often they differ in the nature of communication between the team on users.

Today the scientific world mentions about "social networks have gradually evolved from platforms for communication into information and news systems. For example, the main option and key page in the Facebook interface is the News Feed news feed, which is designed by the user himself" [8].

Definitely, one should also talk about the existing negative effects "in the form of so-called" filter bubbles". It is the phenomenon of limitation of information space of a particular user as a result of personalized search and individualized news feed, including in the Facebook network" [9].

Research needs authoring to monitor the use of platforms from the standpoint of public communication tools.

It is worth emphasizing here:

Leading features of the use of social media and communication platforms for the public communication on the network and presentation of information with their help;

Effectiveness of the use of CP by different state and private structures;

Efficiency of use of CP by different persons (as CP of one author);

All of the above draws attention to the huge gaps in the CP area, which we define as an effective position in social communications. Nowadays, communication platforms have different accounts, with links or direct placement on multimedia resources.

Modern scientists pay much attention to researching the models of social measures. Ritta Toivonen and team of her co-authors thought «A comparative study of social network models: Network evolution models and nodal attribute models» existing popular social networks are distributed on «those in which the addition of new links is dependent on the (typically local) network structure (network evolution models, NEMs), and those in which links are generated based only on nodal attributes (nodal attribute models, NAMs) » [10].

The authors focus on the existence of models in a system of two empirical networks, according to already existing basic properties. Also, the authors classified the models of social networks depending on the clustering spectrum, the distribution of geodetic paths, in accordance with the community structure in their study. It is determined by subgroups and internal connection. We should consider the internal connection from the position of content exploring CP. It is quality and informational power that provoke an influence on the audience of the audience. It is logical, aesthetic, moral positions. « Many of the network evolution models produce degree distributions and clustering spectra that agree more closely with data» [10].

CP content has a huge impact. But there are practically no researchers of this phenomenon. The bulk of the scientific world pays attention to the content of social networks. For instance, Nicholas Harrigan and Janice Yap mentioned «Theorizing of negative ties has focused on simplex negative tie networks or multiplex signed tie networks. We examine the fundamental differences between positive and negative tie networks measured on the same set of actors» [11].

While characterizing the content of communication platforms is worth noting contains up-to-date news on a particular topic. The genre of the platform can also be varied, both qualitative and not very. Emphasis is placed on photos and info graphics, statistics are uploaded as a special item, aiming at explaining certain aspects of coverage in an information resource.

For a detailed study of the problem of the existence of the concept of "Communication platform" we conducted a small sociological survey, which showed that modern Ukrainians do not see much difference between communication on social networks and communication platforms.

We interviewed 350 Ukrainian people. The questionnaire was surveyed through a Google questionnaire, which enabled the procedure conducted quickly and the data obtained were processed. We have offered a number of questions that presented in the table.

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Table 1 Differentiation of the concepts of "Social network" and "communication platform" by Internet users.

№	Question	Answers %	
		Yes	No
1	Do you understand the difference between the concepts of "Social network" and "communication platform"?	4	96
2	Is it more important for you to communicate through social networks than through a communication platform?	10	90
3	Do you think it is necessary to explain to Ukrainians whether there is a communication platform?	97	3
4	Is it necessary for Ukraine to develop and implement modern communication platforms with different information and communication character today?	78	22
5	In your opinion, will communication platforms be able to replace the media?	43	57

The result of the author's monitoring of social networks and platforms has allowed us to establish that Facebook is the most effective source of information among users across social networks now. This is due to the fact "spreading the social network to European and external audiences, as well as a comprehensive approach to presenting news and information" [8] on its pages.

Researching those problems we decided to conduct a survey among Polish students. We conducted a bulletin test of mid-students of Silesia University, 107 of them were examined. We shook the results, but the indicators are not worse than Ukrainian. Polish youth do not see the difference between communication platforms as an information source, but view them in the context of a social communication element. Prevailing poverty is the ability to transmit private information.

Table 2 Table of the polish students 'social network and "communication platform" by Internet users.

№	Question	Answers %	
		Yes	No
1	Do you understand the difference between the concepts of "Social network" and "communication platform"?	7	93
2	Is it more important for you to communicate through social networks than through a communication platform?	17	83
3	Do you think it is necessary to explain to Ukrainians whether there is a communication platform?	92	8

4	Is it necessary for Ukraine to develop and implement modern communication platforms with different information and communication character today?	69	31
5	In your opinion, will communication platforms be able to replace the media?	48	52
6	It is difficult to say	84	26

It should be emphasized that the primary feature of the CP. It distinguishes from the pages on social networks are socially important topics that have high level of public interest. For example: As of February 23, 14 COVID-19 cases had been diagnosed in the following six states: Arizona (one case), California (eight), Illinois (two), Massachusetts (one), Washington (one), and Wisconsin (one). Twelve of these 14 cases were related to travel to China, and two cases occurred through person-to-person transmission to close household contacts of a person with confirmed COVID-19».

This information is officially posted on the Centers of disease control and prevention website. This site is not mass media, but it announces officially and relevant information relevant to the global level. The page has links to sources, information is broken down into sections. The same platform provides the following information: Locations with Confirmed COVID-19 Cases, by WHO Region.

There are a number of features that distinguish platforms from one another. There is a huge gap in the classification element of these units. In order to clearly distinguish the inherent features of communication platforms that define them as separate typological units. It is necessary to bring out the current varieties of existing platforms. Such as:

Web platforms

-Social networks

Blogs

Trading platforms

Website designers

Educational Web Platforms (e-Learning)

Communication platforms.

It is worth of detailing each of these units to see more in common and differentiate between them.

The first one is Web platforms. They are defined as multipurpose planes for the implementation, promotion and support of the operation of a particular network project. This is a system of hybrid approaches and integrated solutions for website development and support.

It is interpretation determines the classification of such platforms. For example: a platform for online shopping, corporate websites and social networks.

Modular web platforms are popular now. They allowed customize communication and existence of network projects of any complexity, level and communication orientation. It should be emphasized that the modular structure should be defined as a set of "pages" of a developed site. It has subordinated the existence of a single task. Such tasks may include: product distribution, image support, publication of articles or current news on the subject of the site.

The following social networks are rightly at the forefront of the communication process, the sharing of information resources and the formation of a communicative global space. According to contemporaries ". this is a web application used by people to build social networks or social connections with other people who share similar personal or career interests, activities or have real relationships" [8].

The study of this unit is quite popular in the world. Many scientists paid attention not only to the functioning of social networks from the technological side, but researched informative-personal aspects. This is the personal parameters of communication, trust in network leaders, the authority of the author of the page, publicity and influence deserve special attention.

This directly will be depend on the level of influence of the page of social networks, the ability of the actor to make money there and so on.

Very close to this way are Twitter and LinkedIn, which shows the audience's interest in systematically tracking presentations in a concise format. Twitter, as the social network, provides coverage for information. It is fairly natural parameter, while LinkedIn has the distinctive feature of publishing resources with a dual role: informational and professional.

Instagram, as a modern platform, cannot claim to be plat formed because of the vast majority of photo content. The communication component is a constant and "... actively developing due to the current trend of increasing popularity of networks for the exchange of photo and video" [8]. This explains the relatively low level of communication component in terms of coverage of broad-based social networks.

The existing Pinterest and Flickr components of social communications deserve special attention today. "Photo sharing social networks and Pinterest and Flickr images are less popular because they do the cumulative function of placing visuals on one resource. But all of these images are distributed through the other social networks mentioned above. Flickr is considered a narrow profile network and is used by journalists to search for thematic images" [9]. It can be concluded despite their immediate popularity, full-fledged communication platforms are not.

The Reedit network is quite popular today. It acts as a sort of aggregator site with links to other sources. This site is under development in Ukraine.

Blogs are described qualitatively and widely as a communication component. We consider blogs from the standpoint not only of plate-forming, but also a form of public communication, which enables the presentation itself and the potential earnings, in case of high popularity of the blogger. The leading characteristics of blogs are their temporally meaningful entries, which are arranged in chronological order and predominantly epistolary. A fairly decent number of existing types are now displayed: personal blogs, corporate, group.

The typology of the blog can be broken down into categories: by technical basis (mob blog, insta blog, standalone blog); blogs by number of authors; by the level of multimedia placement; by content features.

The vast majority of existing blogs are not only technological but also genre today. They are the most powerful digital genre groups with complex structure, extensive networking and ranking. That are individual features of blogs mainly shape the uniqueness of the blogosphere, separating from other existing units in the network.

Trade platforms have the aim to sell goods, distribute certain services (such as travel), and support the image of a particular organization and more. The leading feature of such a platform is not commercial but commercial. Communication here has a form of sailing and service delivering, personal or informative here in the background. Examples include the Olympus Trade platform, Bimono or Grand capital (brokerage platform), Currenex, Strategy runner and many more.

Website designers are very popular nowadays in the world. They are not only help create a website of almost any character, but also creates and promotes an online store, photo gallery, blog, and more. Designers are easy to use, but do not carry a strong communication back. Their tasks are also commercial. So third-party platform creating is very easy on such kind of sites.

The most popular ones include WIX, Moby rise, Net house, Word press nowadays.

Educational web platforms or e-Learning technologies, as a unique system, are now being studied by many scholars and are based on virtual network structures and web technologies, contributing to the spread of online learning and the dissemination of popular and necessary distance learning methods in the 21st century. «This has led to the development of a large number of different online learning platforms, distance learning systems, etc. that are both universal and specialized, for specific areas». Such platforms are only partially capable of grasping the current capabilities of technical training tools and contributing to the improvement of training requirements.

As a rule, they do not impose uniform pedagogical requirements, nor emphasize the necessity of improving the teaching didactic visual educational content. "So there is a problem with the development of virtual e-learning (e-learning) platforms (systems) for real-time online learning. It makes research relevant in this field relevant».

Janene Sproul, Susan Ledger and Judith MacCallum mentioned «Education technology research and policy typically address the software product, little research has focused on optimal viewing parameters or the impact for student users. Students with light sensitivity (migraine, concussion) potentially face a barrier with e-learning activities in the classroom» [12].

This indicates that platforms are convenient for use in learning and good start for not only information but also progress in education.

All these species have their own features that distinguish them from each other. It should be emphasized that because of the single area of existence. They have the same features. That is rice diffuseness of typological units of the above described series. There is a need to differentiate them, to separate them from each other, to separate classification unique features.

Communicational platforms are fundamentally new phenomenon bordering on social networks, blogging and online media. This phenomenon makes it possible not only to manipulate the consciousness of the target audience, but to form it, to model it, to create a picture of the world of man through the lens of communication. CP are phenomenon that allows not only to generate the process of information exchange, but also pushes the division of science "Social Communications" of the Internet space into Internet-communication and Internet plat forming.

5. CONCLUSIONS

While researching the issue of the existence of communication platforms on the pages of the network, we encountered the problem of lack of unification of the concept. There are gaps in the study of the application aspects of CP, social networking and social media platforms for social communication, which will have obligatory user feedback, attract a large audience, and engage users in discussions on relevant social topics.

Ukrainian and Polash network communication environment are intensively using social networks to disseminate detailed information about something, but even such a position cannot replace a full-fledged information sharing process, unlike the CP, where a full-fledged dialogue with the public can be presented to create a continuous flow of relevant messages, placement of thematic images of users to create a powerful information and communication environment.

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