The influence of social communications on the formation of public opinion of citizens during the war

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Abstract. With the development of information technology and the spread of social networks, communication has become more accessible and faster, and therefore, social communications are becoming an increasingly relevant and important issue for modern society. The research aims to study the current state of social communications in Ukrainian and global society, considering their transformation and identifying development trends. The research was conducted using the methods of analysis, systematisation, deduction, generalisation, and surveying. The research provides knowledge on the current state of social communications in Ukrainian and global society. Various aspects of communication processes, their transformation and development trends were studied and analysed, which allowed to understand their role and impact on modern society. The study revealed the peculiarities of social communications in different contexts, such as war, revolution, and pandemic. Particular attention was paid to the impact of social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and TikTok, on the formation of public opinion, cultural stereotypes, and types of users on social media. The study was conducted to investigate the social communications of Ukrainians, including their activity on social media. The study helped to establish how social communications affect the interaction of various social groups and institutions, including political processes, civic engagement, and youth culture, as well as trends in social communications. The results of the study of social communications can be used by researchers

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to expand knowledge in the field of communications, develop new theories and approaches, and understand modern communication processes in society

Keywords: interaction; virtualisation; globalisation; society; information space

Introduction

The study of social communication is of great importance for the development of society, improving the efficiency of communication processes and solving social problems. Relevant knowledge will help to create more balanced and inclusive communication activities, promoting cultural diversity and positive impact on society. The scope of this study is to examine the current state of communication tools, technologies, networks, and platforms that allow communication and information exchange in society, as well as their changes under the influence of technological progress, cultural aspects, and other factors.

This issue was studied by Ukrainian researcher I. Levchenko (2022), is convinced that social communication plays an important role in the modern information and communication space. The scientist notes the importance of social communication as the main mechanism of interaction and communication between people, social groups, and institutions. The researcher emphasises that this type of communication allows for the effective exchange of information, and transfer of knowledge, ideas, and emotions, creating a favourable environment for mutual understanding and cooperation. The author also focuses on the impact of social communication on the formation of public opinion, stereotypes, values, and cultural norms. The researcher considers social communication to be a powerful tool for influencing society and stimulating change and development. The study of social communication is an important task for understanding the modern information space and its impact on the lives of people and society as a whole, so it is worthwhile to study social communication issues more thoroughly to create more effective communication strategies and support positive changes in society.

D. Miller (2012) notes that social communications in the modern world are developing and transforming under the influence of digital technologies and social media, which is becoming an increasingly important aspect of cultural and social life. According to the researcher, social media and other online platforms have made communication more accessible, fast, and global, as people can easily communicate, exchange information, and share their opinions and experiences regardless of geographic location. The scientist is convinced that social media are becoming a platform for shaping public opinion and stimulating discussions on important topics and issues in society. It is necessary to study this issue in more detail to preserve the positive impact of social communication on life and communication.

H. Suprun (2020) claims that with the emergence and spread of digital technologies and social media, the mechanisms of forming and expressing an individual's identity have changed significantly. In particular, according to the scientist, the use of digital platforms has intensified communication, allowing people to create and maintain virtual images of themselves. According to the researcher, social communications in the digital era affect an individual's identity by providing them with the ability to create and reproduce their images in the online environment, which can lead to increased self-awareness and support for self-identity but can

also pose certain challenges and threats. It is necessary to explore this topic in more detail to gain a deeper understanding of the importance of social media in the modern world.

A. Almaatouq *et al.* (2020) state that social communications influence the development of intellectual processes in group situations, contributing to the development of the "wisdom of crowds" through adaptive communication networks. Scientists have found that the adaptability of social networks, i.e., their ability to change and restructure depending on the context, increases the effectiveness of group decisions and ensures more accurate decision-making compared to traditional static networks. According to the researchers, the use of adaptive networks in communication allows the group to find solutions more easily by exchanging information and comparing different views, this approach ensures an optimal flow of information and promotes a broader consideration of the opinions of different participants, which contributes to the quality of decisions made. The role of social communication in social interaction processes should be studied more closely.

O. Melnikova-Kurhanova (2022) focused on the impact of social communications during the war in Ukraine, in particular, during the blockade of Mariupol, where social communications became particularly important and played a critical role in maintaining contact and informing the local population. The scholar focuses on the peculiarities of social communications during the military conflict when communication outside and inside the city was limited. The researcher notes the importance of alternative means of communication, such as mobile phones, social networks, radio, and other means that help to keep in touch with the world and receive the necessary information. More research is needed on social communication in difficult circumstances to understand its importance in keeping the community connected and acting together during dangerous and challenging times.

The research aims to study modern social communications in the Ukrainian and global contexts, as well as to analyse their transformation and identify development trends.

Materials and methods

The research employed the methods of analysis, generalisation, systematisation, and deduction to study the issue of social communications. The study also included a survey of social media users. These methods were used to collect and process vast amounts of information about the current state of social communications and their transformation. This comprehensive approach to the study allowed for an in-depth analysis of social communications, their transformations and development trends. The use of various methods was used to obtain objective and balanced conclusions that serve as a basis for further research and development of the social communications sector.

The analysis method used in the research was used to analyse the complex interrelationships and processes taking place in the field of social communications. This method was used to examine individual aspects and study their interaction with the whole society. The analytical method allowed

to thoroughly study the concept of "social communication", as well as to explore its various aspects and identify the key elements that make up social communication. The analytical method helped to understand how social actors interact, what means and methods of communication are used, and what goals and objectives social communication faces. In addition, the analytical method allowed to study in detail the impact of social media on social communication, in particular, how social media affects the dissemination of information, and the influence of certain opinions and cultural stereotypes.

The systematisation method was used to organise the information received into a clear and logical structure, identify the main topics and areas of research, and study the approaches and concepts of other researchers. This method was used to reveal the main aspects of communication processes and identify the main trends in their development. The information obtained through the use of the systematisation method became the basis for research and analysis of social communications in different contexts. The deduction method was used to move from general ideas about social communications to specific conclusions and identify the peculiarities of their functioning. This method was used to consider cause-and-effect relationships and study phenomena at a deeper level. The deduction method in the study of social communications in Ukrainian society was used to reveal several important conclusions about their changes and development over the past twenty years. Based on this method, trends and features of social communications were identified that reflect the significant impact of active and complex events on the social context of Ukraine, including revolutions, COVID-19, and war.

The generalisation method was used in this study to summarise the results and formulate general conclusions about the current state of social communications and their development trends in Ukraine and the world. The generalisation of the collected data was used to identify the main trends and directions of social communications development, which can be useful for further research and development of communication strategies in various spheres of life.

The study also included a survey of Ukrainians on various aspects of social media communications. The survey was conducted in Kyiv on 07.08.2023. The study involved 100 respondents from different regions of Ukraine. Among them were 52 women and 48 men. 25 people refused to participate in the survey. The age of the respondents who took part in the survey was as follows: 18-25 years old: 30%, 26-35 years old: 40%, 36-45 years old: 20%, 46-55 years old: 8%, 56 and older: 2%. As for the region of residence, the majority of respondents were residents of the capital (65), and 35 participants were internally displaced from the regions where active hostilities were taking place. The respondents answered questions that included "Yes", "No" and "Undecided". All participants were anonymous, which allowed for honest and open answers to the questions. In general, the use of the aforesaid research methods was used to gain a deep and comprehensive understanding of the current state of social communications, their transformation and development trends.

Results

Modern information and communication technologies (ICTs) have great potential for achieving the Sustainable Development Goals at the international level, as they can facilitate access to information, and effective interaction and contribute to the development of various spheres of society. The use of ICTs increases the efficiency of infrastructure, healthcare, education, and governance. Widespread access to the Internet and mobile technologies improves communication between people and organisations, increases access to knowledge and information, and facilitates participation in global initiatives (Wu *et al.*, 2018).

Modern ICTs are related to social communications and have a significant impact on the interaction and the way people communicate, namely:

1. Provide access to information sources, including through the Internet and social media, which allows them to study news, articles, research, and other resources to broaden their horizons.

2. Enable communication and interaction between people, including through social media and messengers. ICT-enabled communications facilitate real-time communication.

3. Social networks, including Facebook, Instagram, and many other platforms, are now effective tools for establishing social connections, as they allow users from all over the world to exchange information.

4. ICTs provide an opportunity to create public debate and discussion through social media and forums where important and relevant topics are discussed.

5. Information and communication technologies contribute to influencing the formation of public opinion, as they affect public perceptions related to various aspects of life, events and ideas.

ICTs are a significant factor in the development and change of social communications, helping to bring people together, expand access to information and influence public opinion. The term "social communication" is currently subject to various interpretations and interpretations. The definition of social communication includes the exchange of messages between people and other social actors through signified messages that include information, knowledge, ideas, emotions, and other aspects that are conditioned by social assessments, specific situations, communication spheres and communication norms that exist in a given society. In particular, the concept of "social communication" can be understood as the transfer of information, ideas, and emotions in the form of signs and symbols; a process that connects parts of the social system; a mechanism that allows you to determine the behaviour of another person (Kholod, 2013). Different interpretations of the term "social communications" reflect different scientific realities, which leads to semantic confusion among young scientists, as well as among those who seek to deal with this terminological "confusion". The lack of a common understanding and definition of the term creates an urgent problem that needs to be addressed.

Social communications can be viewed as a system of interaction in society that includes various ways and means of ensuring contact. These communications aim to develop, organise and improve relationships between different social institutions. The participants in such communications are both organised communities and social and communication institutions and services. These social communications are characterised by the fact that they take place between socially defined groups of people. They include interaction based on the laws of communication, as well as the use of scientific knowledge about communication and technologies used to organise social communication affairs. Social communication is an important tool for the development of society, as it

helps to strengthen ties between different social institutions and promotes mutual understanding between different social groups. Social communications allow for the effective exchange of information, ideas, and knowledge, which facilitates the perception of different points of view and promotes dialogue and cooperation (Rizun, 2012).

Social media are key tools for communication and information exchange in the modern world, as their impact on society and culture is hard to overestimate. Among several aspects of social communications, considerable attention is paid to their role in creating global networked communities, influencing political processes, shaping public opinion, and encouraging civic participation. In addition, the impact of social media on youth culture and their role in creating fashion trends and stereotypes has been studied (Pocheptsov, 2012). Today, social communications, in particular those carried out on social media platforms, have significantly expanded their influence, and have become a necessary component of society. There is also an increasing role of social communications in the formation of social capital, as social communications allow users to maintain and expand social ties, and facilitate the exchange of information, experience, and interests, which affects the increase in the level of social support and contributes to the creation and increase of social interaction (Burke *et al.*, 2011).

In today's globalised world, media communications play an extremely important role in shaping public opinion and cultural stereotypes. In particular, social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and TikTok have a significant impact on the perception and understanding of various aspects of life, news events and cultural phenomena. Social media platforms select content based on algorithms that analyse users and their previous interests, which can lead to the formation of information bubbles where users receive mainly content that confirms their views and may reinforce existing stereotypes. Modern social media allow the public to quickly receive information about global issues and social inequalities. They can support movements for women's rights, equality, and anti-discrimination, which can help change cultural stereotypes. They are also a mass communication medium that allows for active discussion and commentary on current events, which helps to shape public opinion on various issues and promote changes in public consciousness. On the other hand, social media can reinforce existing stereotypes and perpetuate negative perceptions of various social groups. By disseminating a large amount of content that supports such stereotypes, they can become entrenched in the minds of users. Social media can influence the formation of new cultural standards, especially among young people. They can influence fashion trends, lifestyles, and social norms, which shapes cultural stereotypes in society. Given the general virtualisation of communication, the huge number of social media users and their activity, the impact of these platforms on shaping public opinion and cultural stereotypes is becoming significant. Given this, it is important to focus on critical thinking and the ability to analyse information disseminated online to understand its impact on our perception of the world.

Over the past 20 years, social communications in Ukraine have undergone a significant transformation, especially in the context of active and complex events in the country, such as revolutions, quarantine, and war, which have significantly affected the country's social landscape. In the early 2000s, the role of modern communication technologies, such as the Internet, mobile applications, and social media, was significant in promoting social inclusion and ensuring equal opportunities for all segments of the population. New communication technologies created a connection between people regardless of their geographical location, social status, or physical limitations, which reduced barriers to interaction and provided access to information and opportunities for all users. Thus, communication technologies became a means of promoting social inclusion (Phipps, 2000). For the society of that time, it was important to ensure wide access to these technologies, in particular among the less well-off. At the same time, it was important to address the specifics of different user groups, such as people with disabilities, the elderly, low-income groups, and to develop inclusive technological solutions. New communication technologies have contributed to the maintenance and development of social networks, which continue to play an important role in building social connections and supporting communities, as they create opportunities for the exchange of thoughts, ideas, resources, and emotions, which contributes to social cohesion and mutual support.

In the early 2000s, the first social networks began to appear on the Ukrainian Internet space, such as "Мой Круг" (My Circle) (the Ukrainian version of Odnoklassniki) and VKontakte (the Ukrainian version of VK), which were popular among users at the time. For Ukrainians, the phase that gave a new impetus to social communications was the 2004 revolution, known as the Orange Revolution, which played an important role in transforming social communications in the country. This revolution, which took place after fraudulent elections, was a decisive moment in the country's history and marked the transition to a more democratic society. During the Orange Revolution, people actively used traditional communication channels such as the media, print, radio, and television, as well as communicated directly in rallies and protests. However, the revolution also marked the beginning of the active use of the Internet and social media as a means of mobilising and coordinating protesters. Social media has become an important tool for sharing information, communicating, and mobilising citizens. Activist groups used Facebook, Twitter, and other platforms to disseminate news, organise meetings and rallies, and attract more people to participate in the protests. The Ukrainian revolution of 2004 changed the dynamics of social communications in the country and demonstrated the powerful influence of the media and the Internet on the events of the revolution. The use of social media became a key element in the organisation and success of social mobilisation. These transformations in social communications set the stage for further events, including other revolutions, quarantine and war, and significantly changed the way society in Ukraine communicates and organises itself (Dyczok, 2005).

By the early 2010s, with the widespread availability of fast internet access, social media became even more popular among Ukrainians. In addition to VKontakte and My Circle, other platforms such as Facebook, Twitter, Instagram, and YouTube emerged and quickly gained popularity. In the mid-2010s, with the widespread use of smartphones and mobile internet, access to social media became even easier, leading to an increase in user activity. Social networks became platforms for widespread advertising, marketing campaigns and the development of personal brands. In the late 2010s –

early 2020s Ukraine experienced political events, such as the Revolution of Dignity in 2013-2014 and the annexation of Crimea by Russia, which contributed to the active use of social media to organise actions and mobilise the public. The Revolution of Dignity enabled citizens to use social media and mobile applications to organise protests, share information and support national actions. Social media and mobile applications again played an important role in organising and communicating between activists and protesters (Shveda & Park, 2016). Facebook, Twitter, Viber, and other social platforms became important tools for disseminating information, coordinating actions, and organising rallies and actions. They allowed for quick news sharing, calling people to rallies, collecting signatures for petitions, and uniting citizens for joint protests.

The 2019 COVID-19 pandemic has had a significant impact on social connections, leading to quarantine conditions for communication in society. As a result, various social media and messengers have gained significant traction in Ukraine, used for both professional and personal communication. The use of ICTs has transformed communication but has also allowed it to continue in the face of difficult social distancing. ICTs, which have been actively used during the COVID-19 pandemic, have opened up new opportunities for society and contributed to the improvement and optimisation of professional activities (Mishna *et al.*, 2021).

The war in eastern Ukraine has added to the difficult situation in the country and posed new challenges for social communications. Information warfare and attempts to manipulate social media have become real threats to the stability and cohesion of society. As of 2023, social communications play an important role and are in a constant state of transformation. It is worth paying attention to the impact of social communications during the ongoing war in Ukraine, given the peculiarities of the armed conflict. In such conditions, social communications acquire new features and functions, and become a mechanism for supporting public consciousness, fostering patriotic spirit, disseminating information and coordinating actions between different social groups. It is important to understand the importance of using social media platforms such as Facebook, Twitter, and Instagram during military conflicts, as these platforms provide rapid information exchange, mobilise the public and contribute to the support of military actions (Krasnyak & Amons, 2023).

Popular culture, show business and subcultures in Ukraine also contributed to the development of social media. Show business stars, media influencers and famous personalities have attracted the attention of audiences by creating popular content and interacting with fans through social media. However, while social media has provided many positive opportunities for communication, connection, and information, it has also become a source of concern, such as the spread of fake news, insufficient data privacy protection, toxic content and addiction to digital platforms. The research study included a survey with 100 respondents (Table 1).

Table 1. The use of social networks and their impact on social communications in Ukraine

Question	"Yes"	"No"	Uncertain
Do you use social networks daily?	78%	15%	7%
Which social network do you use most of the time?	45% (Facebook)	30% (Instagram)	25% (Twitter)
Does social media affect your mood?	60%	25%	15%
Do you use social media for news and information?	90%	5%	5%
Does social media facilitate your communications with friends and family?	85%	5%	10%
Do you have any experience of participating in social media groups or communities?	70%	25%	5%
Do you use social media for job search or professional networking?	40%	55%	5%
Do you feel tired of being active on social media?	65%	25%	10%
Have you experienced any negative perceptions or conflicts on social media?	55%	35%	10%
Have you observed the positive impact of social media on society and social movements?	70%	15%	15%

Source: compiled by the authors

According to the survey, 78% of respondents said they use social media daily. The most popular platform among Ukrainians is Facebook, followed by Instagram and Twitter. A significant proportion of respondents said that social media influences their mood. At the same time, 25% of the answers were negative. The most useful use of social media for respondents is to receive news and information, with 90% of respondents using it. Communicating with friends and family has also become a significant aspect of social media use, with 85% of respondents confirming that they facilitate their communications through social media. At the same time, quite a few respondents (70%) said they had experience participating in groups or communities on social media. As for the use of social media for job search or professional networking, the responses were divided: 40% confirmed that they did, 55% did not, and 5% were not ready to answer. 65% of respondents feel tired of actively using social me-

dia. Negative perceptions or conflicts on social media have been experienced by 55% of respondents, while 35% have not. Regarding the positive impact of social media on society and social movements, 70% of respondents noted such an impact, 15% did not, and 15% had no clear opinion on the matter. Overall, the survey showed that social media has a significant and growing impact on people's lives in Ukraine and is becoming an integral part of modern society. Based on the results of the survey, some predictions have been made about the direction of development of social communications in Ukraine:

1. Mobile applications will likely become more popular in Ukraine than ever before, due to a significant increase in the number of users of mobile communication devices. As smartphone usage increases, so will the use of mobile applications, which facilitate easy access to social networks and communication between users.

2. As the global demand for influencer marketing grows, it is likely to increase in Ukraine as well, as influencers with large audiences on social media platforms can influence the preferences of their followers.

3. A likely area for expanding the functionality of social platforms is the creation of new tools for communication and collaboration on the Internet.

4. Another important aspect is digital security, which continues to grow in Ukraine and helps protect users. The increase in the number of cyberattacks and the spread of false information on the Internet increases the demand and importance of this type of security for Ukrainians.

5. Along with the growth of digital security, likely, the need for social responsibility on the Internet will likely also increase in Ukraine, which may contribute to the increased popularity of content related to environmental, social and communications issues and global issues.

6. These trends may become an additional incentive for the development of social communications in Ukraine and contribute to the formation of new innovative approaches to communication and information exchange in society.

Such changes in social communications during active events underline the importance of developing adaptive communication approaches that allow for effective communication and response to rapidly changing conditions. The study of social communications in the context of revolutions, quarantine and war can provide valuable insights for the development of information strategies and support for citizens in difficult situations.

Discussion

Social communications have been studied by Ukrainian and American researchers who have devoted their research to analysing various aspects of this issue in modern society. The research of these scholars helps to understand the current state of social communications, their transformation and development trends, which is of great importance for further improvement of communication processes, strengthening of social ties and building a favourable society. The study of social communications helps to unlock their potential and impact on various spheres of life, including politics, business, culture, education, media, and contributes to the development of effective communication strategies that meet the needs of modern society. It is worth paying attention to some scientific positions and comparing them with the results obtained in this study.

A.V. Roman *et al.* (2018) believe that e-leadership is a competence in using information and communication technologies to communicate and interact with others. In particular, the authors analysed how leaders in today's digital world use various social networks, email, chats, video conferencing, and other ICT tools to ensure effective communication with their subordinates, colleagues, and other stakeholders, which may include interacting with distributed teams, project management, decision-making, information exchange, and teaching relevant strategies. The study emphasised that e-leadership requires not only technical competence in ICT but also the ability to communicate effectively, as leaders need to be able to show empathy, maintain a positive communication style, communicate effectively, and motivate their team to achieve their goals. However, in comparison with the results of this study, it is worth noting that for the effective use of ICTs, it is

necessary to consider the specifics of the country and develop appropriate infrastructures, ensuring the availability of technology for all segments of the population, especially given the ongoing war in Ukraine.

G. Shrivastava *et al.* (2020) argue that modern social communications face a serious problem of fake news spreading, which can negatively affect society, the information space and trust in the media. The researchers note that social media are becoming key platforms for the dissemination of information (as communication is increasingly moving to the virtual environment), and this creates opportunities for abuse and the spread of misinformation, as fake news can spread quickly through communities and followers, leading to inflamed emotions and divided opinions. The researchers note the relevance of introducing technological measures to help identify and filter fake news, such as artificial intelligence and machine learning algorithms, as such technologies can help identify and reduce the spread of disinformation by providing a more verified information space. Compared to the results of this study, it should be noted that social media in Ukraine, where the war continues, is experiencing a similar spread of fake news, so creating strategies for detecting false information is an important and relevant aspect of modern social communications within the country and abroad.

S. Vallor (2020) examined social communications from an ethical perspective, emphasising the importance of developing integrity in the context of using social media technologies. The scientist pointed out that social communication can contribute to both positive and negative impacts on people and society as a whole. The author analysed the ability of social media to support communication, information exchange and community building, which contributes to the formation of good relations and social understanding, as communication tools such as Facebook and Twitter can create a platform for joint action, creativity, and support for public initiatives. However, the researcher also points out the dangers and ethical challenges associated with the misuse of social media. The negative impact on privacy, the spread of fake news and the manipulation of information can have negative consequences for the public and democracy. Compared to the results of this study, it is worth noting that in Ukraine, social communications require special attention and increased critical thinking, given the active hostilities in the country and the likelihood of fake news spreading.

According to H.D. Duncan (1984), communication is defined as the process of transmitting and exchanging information that enables communication and interaction between people and plays an important role in creating shared meanings, norms and values that form the basis of social order. The researcher noted the role of communication in conflict resolution and social coordination, given the importance of communication mechanisms for building mutual understanding and problem-solving. Comparing with the results of this study, it is worth noting that during the war in Ukraine, social communication has indeed become one of the most important aspects of preserving internal order and the country's system, which confirms the author's model of interaction between them.

R. Wodak (2021) noted that social communications have played an important role in crises and their management during the COVID-19 pandemic. The researcher pointed

out that effective communication is an important factor in trustful interaction with the public during a crisis. Since the start of the pandemic in Ukraine and the world, she argued, social media has become an important tool for communicating information, educating the public about safety measures, disseminating relevant data, and responding to the spread of disinformation and fakes. The researcher also emphasises that in times of crisis, communication should be transparent, accessible, and evidence-based, as understanding and using the public's information needs and communication approaches can significantly improve mutual understanding and build trust between the government and citizens. Comparing the results of this study, it is worth emphasising that for Ukrainians, social communications are now becoming a key element in crisis conditions, helping not only to transmit information but also to ensure trust, support and understanding between the government and the public.

O. Oh *et al.* (2013) noted the role of collective intelligence and social media services, in particular Twitter, during social crises. The researchers are convinced that social media have become an important means of disseminating and exchanging information during crises. The researchers emphasise that during crisis events, social media can be very useful for the rapid dissemination of important information, and coordination of assistance and support, as people can quickly share important data and help each other in crises using Twitter and other social media. At the same time, according to the researchers, along with the favourable effects, social media can also affect the spread of rumours and misinformation, which can lead to increased chaos and panic. Compared to the results of this study, it is worth noting that in Ukraine, which has been experiencing crisis events over the past 20 years and is currently at war, social communications are an element of rapid response and informing the population about emergencies, which increases the importance of developing strategies for interaction and coordination during emergencies to ensure the effective use of social communications.

Overall, social communication is an integral part of any modern society, facilitating relationships, information exchange and the development of civil society. The study and understanding of social communication can improve its impact and ensure a more balanced and positive relationship between people and society.

Conclusions

The study of social communications in Ukrainian and global society has revealed important aspects of the current state of these processes and allowed to understand the role of social communications and their impact on modern society.

The study revealed the peculiarities of communications in different contexts, including during revolutions, pandemics, and war, and allowed to better understand their impact on social relations. The study shows how social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, and TikTok, influence the formation of public opinion and cultural stereotypes. The study traces the close relationship between ICTs and social communications, based on providing access to information, convenient communication and interaction, social media as a means of communication, public debate and discussion, and influence on public opinion.

The study also focused on the types of users on social media, considering the characteristics of their social communication and analysing trends in this area, including socialisers, activists, passive observers, professionals, information consumers, and social activists. The research involved a survey of Ukrainian citizens, which allowed to study social communication based on their activity on social media. The survey found that 78% of respondents actively use social media, with Facebook (45%) and Instagram (30%) at the top of the list of popular platforms. Most users perceive social media as a useful tool for obtaining information (90%) and communicating with loved ones (85%) but also note fatigue from active use (65%) and a negative impact on mood (15%). Overall, social media play a significant role in Ukrainian society and are an integral part of everyday life. The study highlighted several trends in the development of social communications in society that have a major impact on the way people communicate and exchange information, including the growing popularity of mobile applications and the influence of influencers, the growing importance of digital security, the expansion of platform functionality, and increased social responsibility.

Thus, based on the study of social communications, it can be concluded that they are an integral part of modern society and influence the development of its structure. The study and analysis of various aspects of communication processes help to understand their essence and role in shaping society. Future researchers in the field of social communication should study the impact of social communication on mental health, as the growing use of social media can affect the psychological state and mental health of users. Future researchers could investigate the relationship between media use and psychological well-being.

Acknowledgements

Conflict of interest

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Вплив соціальних комунікацій на формування суспільної думки громадян під час війни

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Анотація. З розвитком інформаційних технологій та поширенням соціальних мереж спілкування стало більш доступним та швидким, у зв'язку із чим соціальні комунікації стають усе актуальнішим та важливішим питанням для сучасного суспільства. Мета цього дослідження – вивчити сучасний стан соціальних комунікацій в українському та світовому суспільстві з урахуванням їхньої трансформації та визначення тенденцій розвитку. У науково-дослідній роботі використано метод аналізу, систематизації, дедукції, узагальнення, а також проведено опитування. У результаті дослідження отримано знання про сучасний стан соціальних комунікацій в українському та світовому суспільстві. Вивчені та проаналізовані різні аспекти комунікаційних процесів, їх трансформація та тенденції розвитку, що дало змогу зрозуміти їхню роль та вплив на сучасне суспільство. У результаті дослідження було виявлено особливості соціальних комунікацій в різних контекстах, як-от: період війни, революції та пандемія. Особлива увага була приділена впливу соціальних медіаплатформ, зокрема Facebook, Twitter, Instagram, LinkedIn, TikTok, на формування суспільної думки, культурних стереотипів та типів користувачів у соціальних мережах. У дослідженні здійснено опитування, у якому вдалося дослідити соціальні комунікації українців, зокрема їх активність у соціальних мережах. Дослідження дало змогу встановити, як соціальні комунікації впливають на взаємодію різних соціальних груп та інститутів, зокрема політичні процеси, активізацію громадянської участі та формування молодіжної культури, а також тенденції розвитку соціальних комунікацій. Результати дослідження соціальних комунікацій можуть використати науковці для розширення знань у галузі комунікацій, розвитку нових теорій та підходів, а також для розуміння сучасних комунікаційних процесів у суспільстві

Ключові слова: взаємодія; віртуалізація; епоха глобалізації; суспільство; інформаційний простір