

## **The role of social media and internet platforms in enhancing media efficiency in the context of european integration**

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In the contemporary rapidly evolving information society, the role of social media and internet platforms becomes a crucial factor in enhancing media efficiency during the process of European integration. It is noteworthy that these technological innovations not only define a new character of information interaction but also influence the perception and dissemination of information among the public.

Social media and the internet aren't the initial technological advancements influencing institutions such as democracy and the rule of law. The widespread embrace of printing in the 15th century also marked a significant change, introducing new capabilities that facilitated extensive, long-range, and enduring communication methods. In the subsequent centuries, the utilization of printing technologies played a role in molding, altering, and questioning concepts such as democracy, the rule of law, and the notion of fundamental rights [1].

The accelerated trajectory of technological advancement, nonetheless, commenced shaping an increasingly substantial and occasionally challenging instrument for disseminating information and exerting influence on public sentiment.

One of the key roles of social media in the context of European integration is their impact on shaping public opinion and facilitating discussions on relevant topics. Networks such as Facebook, Twitter, and Instagram serve as arenas for information exchange, discussions, and the expression of diverse perspectives on issues related to the integration into the European Union. This contributes to active citizen participation in shaping the information space, determining the success of media campaigns, and fostering mutual understanding among different social groups. Indeed, constructing a monologue poses inherent challenges, whereas engaging in dialogue entails reciprocal communication and a sense of active participation in the deliberative processes crucial to integration.

On the other hand, internet platforms like YouTube, LinkedIn, and Reddit broaden the possibilities for publishing and consuming information. They enable the creation and dissemination of video content, facilitate discussions on professional matters, and provide a platform for interaction between various stakeholders. This is particularly important in the context of European integration, where the diversity of cultures and interests demands a wide range of communication tools.

Social media can be a useful tool for bringing people from different countries and cultures together, as well as for sharing thoughts and ideas.

By employing a diverse array of social media platforms, one can extend outreach

to a broader spectrum of cultures and populations. Specifically, social networks like Telegram and Instagram exhibit greater prevalence in Eastern European nations, whereas Twitter and Facebook are more widespread in Western European countries. Consequently, the integration processes of new states into the European framework must conscientiously consider this cultural diversity.

Extensive reach within the target demographic stands as a paramount benefit of social networks, as they serve as a direct communication channel with the public. This facilitates enhanced control over the presentation of facts and arguments, enabling a more efficient and rapid engagement with the intended audience [2].

It is also worth noting that the use of social media and internet platforms requires attention to issues of cybersecurity, the truthfulness of information, and the protection of personal privacy. Ensuring these aspects is a crucial prerequisite for the effective functioning of media in the conditions of European integration.

Social media platforms have recently faced substantial criticism on several fronts, notably for neglecting individuals' rights to data protection and privacy, enabling the dissemination of misinformation, supporting political manipulation, and eroding citizens' freedom of expression. Evaluating these concerns requires an exploration of the vulnerabilities of democracy to social media, an examination of the specific risks associated with this vulnerability, and an assessment of the extent to which these risks have materialized based on available evidence.

The European Union has endorsed the establishment of the Social Observatory for Disinformation and Social Media Analysis (SOMA), which serves as a collaborative platform for researchers, fact-checkers, and media organizations. Additionally, the European Digital Media Observatory (EDMO) has been established to facilitate coordination among fact-checking entities, the scientific community, media professionals, and educators, on one hand, and technological platforms and public authorities, on the other. Aligned with its European democracy action plan, the Commission is in the process of formulating a set of measures aimed at further bolstering media pluralism and enhancing transparency in media ownership and state advertising [3].

Furthermore, the European Parliament is urging all national governments to align with the restrictions imposed by the European Union, several capitals, and non-European Western nations on the utilization of the Chinese social media application TikTok. The scrutiny directed at EU institutions has heightened concerning the methods by which foreign nations engage in lobbying activities and influence the decision-making process. This scrutiny has intensified in the aftermath of a criminal investigation in Belgium, which probed allegations of lawmakers accepting bribes from Qatar and Morocco.

In conclusion, the examination of the role of social media and internet platforms in enhancing media efficiency in the conditions of European integration is essential in the context of the development of the information society. These technologies create new opportunities for communication and mutual understanding, which are key elements in the successful progression of countries along the path of European

integration.

Nevertheless, similar to other modes of mass communication, these platforms can frequently transform into instruments, thereby demanding thoughtful consideration of their potential weaponization during its use.

### **Список використаних джерел**

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