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Changing Functions of Mass Communications and Advertising in Connection with The Development of New Opportunities of the Internet

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ABSTRACT

The paper analyzes the changing role of mass communications. It describes the modern technology of communication and traditional functions of mass communication. The analysis of the changes has been held. The emergence of the Internet has contributed to the new, unique features and functions of mass communication. The Internet has allowed to upgrade and integrate traditional media. The Internet has made media perfect professionally and aesthetically, constantly available. The Internet connected media into a global information space. In this regard, it can be argued that another revolution in mass communications and advertising in particular happens. One of the highlights at this is to increase the degree of interaction and involvement of the user in the communication process, the appearance of previously absent feedback and the ability to create and distribute information. The article presents three models of mass communication. "One to many" model, "one to many with feedback" model and a "many-to-many with feedback to release the original source and opinion leader" model. It shows the change of the role of information consumer. The recipient has received an opportunity to create their own channels of communication and community. The paper denotes the leading role of the Internet to accelerate the exchange of information, formation and development of the information society. It is concluded that the transition to the information society has happened. Social media and the ability to create personal channel on the basis of Youtube service are highlighted among the innovative forms of communication.

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