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**CONTENT IN SOCIAL MEDIA**

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**Keywords:** *image, brand, advertising, mass communication.*

Now the tendency is getting stronger, the visual information is penetrating into the communication environment of different mass media. The visualization has been used by all mass media, except for the radio (including the press, the videos, the television, the cinema, the computer and mobile communication) [1].

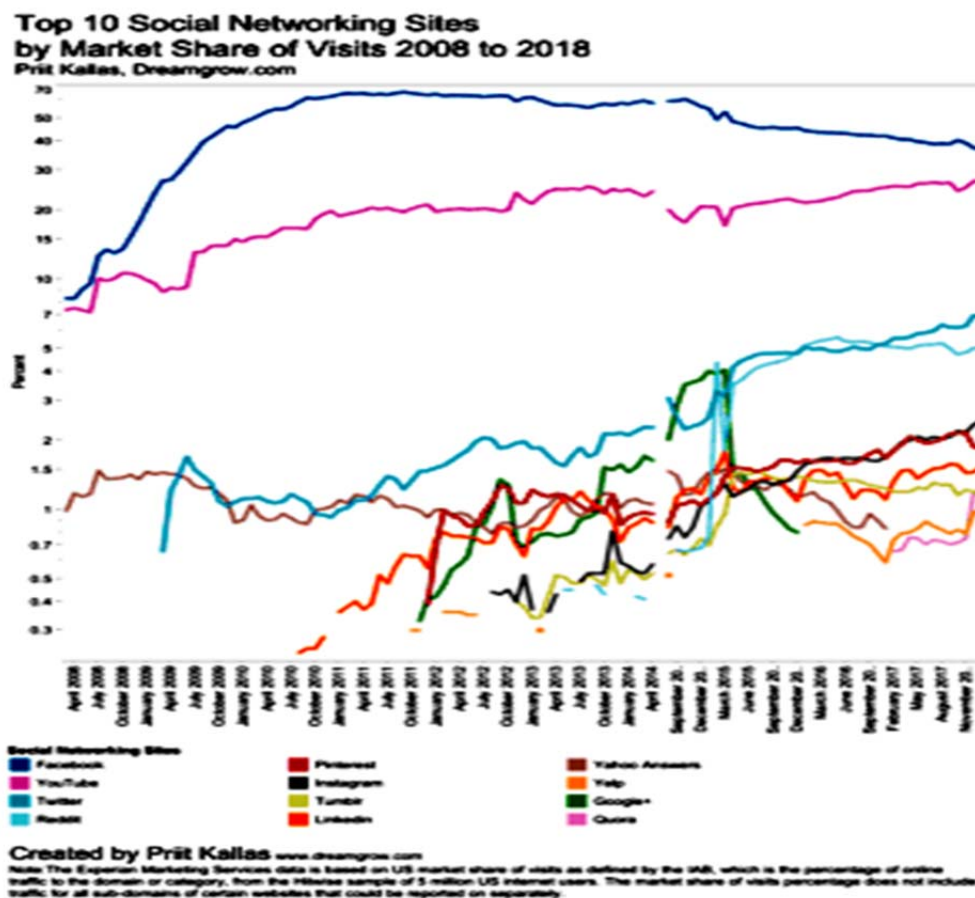


Figure 1. Visual size comparison [1]

Although, Facebook monthly active user count breaks new highs globally it has lost market share for several years in US. Starting from near 70% dominance. This has dropped to 36.64% by the end of July 2018. Seems that people are diversifying their social media use. Globally Facebook reached an important milestone! 2.20 BILLION monthly active users.

Imagine the most current list and rating of monthly active users for leading social networking sites. First, according to the latest research, the best social networking sites are presented, and then the top 10 apps.

Some good examples of great content would be: survey reports, e-books, extensive white papers, how to guides and so forth.

Publish the main piece of your content on your own domain to maximize value from incoming links. Now, the key to this model is that you can reformat and republish your information. You can do it in different format, medium, and length. Presenting material in different form gives it more reach. You will also get more shareable items on your site. Using different formats opens up a lot of channels for syndication and distribution. Next, I'll give you a short explanation of what each of the points on the graph means and how to get the most out of it.

Make infographics, graphs, and other colorful material from your content. Even if you are presenting only a few key statistics then make them visual.

Tweets with images received **150%** more retweets.

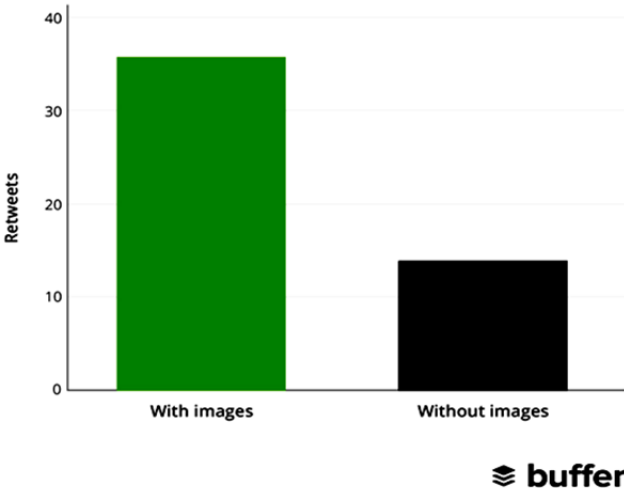


Figure 2. Visual Images, Graphs, and Infographics [1]

Images are easy to consume and spread. Upload your images to Flickr and other image sites. Use the highest resolution possible. You can also create PDF versions of the images and distribute them through SlideShare and Scribd. Share the content on your social channels and mailing lists [2].

Today, there are many ways to update and submit high-quality information in social networks.

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## PECULARITIES OF SHOCKING ADVERTISING

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**Keywords:** *advertising, shocking advertising, scandalous advertising, target audience.*

The current stage of development of the economy in the country is characterized by increased competition for the largest segment of the market. It is important for companies to organize effective influence on consumers, in particular through advertising. In this case, advertising is often used on the verge of violations of ethical standards. The spread of unethical samples of advertising in the Ukrainian information space is due to the influence of many factors. In particular, awareness of the importance of social responsibility to consumers and society comes producers gradually.

Low social responsibility leads to an insufficiently critical attitude to the ethics of advertising messages. Another factor is the gaps in regulating advertising activity both at the state and at corporate (self-regulatory), public, and consumer levels. Often, an advertising campaign is considered a failure, if it does not cause great resonance in society. This is due to the fact that the mediocrity and average level of advertising are of the least interest, the standard advertising is not remembered.

Another important aspect is that the advertising done on the verge of moral and immoral is intriguing, shocking, scandalous – and, therefore,