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**SOCIAL NETWORKS IN THE YOUTH ENVIRONMENT:  
PERSPECTIVES AND RISKS (ON THE EXAMPLE OF TIKTOK)**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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## ANNOTATION

The master's thesis of the graduate student of the Department of Social Communication of the Faculty of Philosophy and Social Sciences of BSU Xu Zujie "Social networks in the youth environment: prospects and risks (on the example of TikTok)" is devoted to the study of the cultural and social significance of social networks in the youth environment, their role in the process of socialization and dissemination of social values. In the work the specificity of functioning of social networks is revealed, communicative possibilities of social networks are described, the role and importance of social network TikTok on the process of socialization of modern youth is defined, possible prospects and risks for youth of modern information society are predicted. The master's research reveals the idea that social networks have become the most important tool for socialization and education of youth, communication and formation of social capital, social and political activity.

The master's thesis purpose is to identify communicative opportunities of the social network TikTok for socialization and communication of young people in the modern information society and to determine the prospects and risks of its further development.

*Keywords: social networks, TikTok, network and information society, socialization, communication, youth, social activity, prospects, risks.*