

динами для обеспечения полноценного комплекса необходимых знаний и навыков в профессиональной и управленческой деятельности. Взгляд по вертикали реализуется как движение по следующим трем ступеням: всеобщее – целое – единичное. Данный методологический принцип обучения рождает новое мышление, связанное с осмыслением того факта, что единичное должно подчиняться целому, а целое существует для сохранения всеобщего, в том числе общества и природы.

И хотя эти системы проявляются как самостоятельные плоскости анализа, они тесно связаны и по существу дополняют друг друга.

В результате формулировка проблем, обеспечивающих стабилизацию и дальнейшее развитие системы, представляет собой характеристику разрыва связи между нынешним состоянием системы (или ее структурного звена) и ее предпочтительным нормативным состоянием, направленность тенденций развития (приближение к нормативу или отдаление от него) обуславливает определение конкретных путей решения проблемы.

С социальных позиций системное образование должно обеспечить решение триединой задачи, включающей в себя сочетание развития интеллектуальных способностей обучаемого контингента студентов с формированием идеологической основы их мировоззрения и высокого уровня профессиональной ответственности.

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## **INSTAGRAM AS A NEW TECHNOLOGY IN BUSINESS COMMUNICATION**

We live in an era of new information culture which corresponds to the development of modern society. Technology is linked to many key phenomena of international relations, including conflict, economics and culture. At the head of communication technologies is the exchange of information. Information exchange is performed according to the information transmission channels. Internet is a means of sharing digital information.

One of the most modern technologies of virtual communication is Instagram. The number of Instagram users now stands at 130 million.

Instagram is a great social media platform for promoting all types of businesses with the dynamic visual content it offers. Product-based companies could display their wide range of items through photographs and videos. Service-based companies could rely on demo videos to enhance their services with a little creativity in presentation.

It is easy and fun to use Instagram to promote any type of business as marketers could control the types of content to be displayed to their best advantage. Analytics could be tracked and deciphered carefully and accurately for more traffic to be directed to the web business site with every marketing campaign.

Instagram offers many advantages that would grow the business as an impactful marketing tool. Many leading brands are currently resorting to Instagram with a higher degree of sharing likes and comments. This social media platform allows marketers to share success stories and experiences through visual contents which are more appealing than a plain text. High-quality videos and photographs are easily posted to promote the business and win more viewers and traffic.

There is a greater flexibility in marketing via Instagram with filters and special effects made possible through the use of colours, lines and vignettes. This would generate a strong brand appeal for the business without incurring high costs.

Creative content posted on Instagram inspires viewers who would generate a higher degree of respect and trust for that business venture that offers fresh and exciting aspects of life even through promotional products and services. A little creativity could boost the business bottom line in leaps and bounds as fans and followers stay glued to the next innovative offering.

A successful Instagram marketing campaign requires the business entrepreneurs or marketers to be constantly active and engaging with friendliness and professionalism. It is crucial for business entrepreneurs and marketers to stay visible in social media networking platforms like Instagram to promote their business.

Every login session to Instagram allows the marketer or business owner to execute tasks that would enhance the efficiency of the business brand and market visibility. It is crucial to ensure a growing customer list to enjoy continued success in business through Instagram. Targeted potential leads should be actively identified and pursued on a daily basis to be added to the current customer list of the business.

So, Instagram can be a highly-targeted, visual and advertising channel for the products of a company and can lead to a healthy stream of revenue.