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DIGITAL TECHNOLOGIES IN COMMUNICATION

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Digital communication is the production and publication of information materials on the Internet. Digital technologies are technologies for collecting, storing, processing, transmitting and presenting data in electronic form. It turns out that if we adhere to these definitions and follow them, then we can understand that digital technologies in communication are a mixture of digital communications and digital technologies. That is, with the development of digital technologies, digital communication is developing, because they are directly interconnected both with each other and with all people on the earth. We want to tell you about the positive and negative sides of our chosen topic and suggest the improvement of the positive sides with the neutralization of the negative sides.

Let's start with the positives [1]. Firstly, the speed of digital information transmission is amazing. Because, about 35 years ago, no one could even think that we would be able to send a huge message to someone from almost anywhere in the world or make a phone call to the camera in just a few milliseconds.

Secondly, the volumes of transmitted information are striking. After all, we can easily send any messages or files with a huge internal size of the same message or file. Now we don't have to write letters or collect documents, go to the post office, send it all to the other side of the world, wait for everything to arrive. And so, I think now we can proceed to the negative sides, and yes, they still exist. Firstly, there is a high cost of digital technologies for digital communication. Nowadays, not many people can afford such a luxury, because their prices are often “cosmic”. And the options that are sold at a cheaper price are naturally much worse in quality and less in use. On this issue, I want to suggest finding a way to reinvent digital communication at a more affordable price and excellent build quality. And if this is not possible, then install in every city, every country, some

points where it will be possible to use technological communications for free and for a certain time. Secondly, digital communication is limited in distribution. This means that not every point in our world has the opportunity to somehow connect to digital communication due to various reasons. These reasons may happen in a poor country or in a country not having a good means of connection. We think that we can solve this problem by means of offering the assembly and installation of towers for communication

Thirdly, it is necessary to note the high attention from the part of hackers. We want to convey to you that we store a lot of information in our digital technologies. Therefore, scammers who are trying to hack the accounts of ordinary residents have appeared on a large scale. It is necessary to fight them! And in order to fight them, we need to develop IT specialists and a security system for every available application among the population [2].

Also, we want to talk about the purpose of information technology in communication. Their goal is to produce information that will satisfy the information needs of a person. The requirements that IT must meet include the following:

- 1) The separation of the entire information processing activity into the stages, actions, operations.

- 2) Availability of complete set of elements necessary to achieve the set goals.

- 3) Necessity of standardized and unified system for the effective implementation of the goals directed by the information production departments. We would also like to tell you here about the information society. An information society is a society that is engaged in storing, creating and implementing information. The highest form of such information is knowledge!

Types of information [3]:

- 1) Numeric: Numeric information is information that is provided to a person in the form of numbers.

- 2) Text: Text information is information that is provided to a person in the form of text.

- 3) Graphic: Graphic information is information that is provided to a person in the form of graphs.

- 4) Sound: Sound information is information that is provided in the form of sounds.

- 5) Video: Video information is information that is provided to a person through a video.

But ICT also plays a significant role in the industrial sphere. The role of ICT in industry is to produce modern telecommunications services, production of electronic equipment, more powerful computing equipment and software

It can also be added that ICT has become an important part in the life of every person in this world. Because, today, the life of a modern person is impossible without IT. And ICT itself has an incredibly beneficial effect on society. With the help of the introduction of ICT into the life of a modern person,

his daily life has become much easier in the fields of science, economics, mass media, education and environmental protection.

While writing our scientific work, we re-read a lot of additional information on various sites. It should be noted that the statements from one of the articles inspired us. It says: "Information and communication technologies can contribute to universal access to education, equality in education, the provision of quality learning and teaching, the professional development of teachers and more effective education management, management and administration." This confirms that ICT develops the education of the whole society.

There is another article about ICT that is no less inspiring for me: "The unique possibilities of ICT in professional, educational and everyday human activities are manifested in the following advantages [4]:

- 1)Rapid feedback between ICT users.
- 2)Archival storage of large amounts of information.
- 3)Possibility of instant transfer of information.
- 4)Automation of computing information retrieval processes.
- 5)Automation of processing a large amount of information.
- 6)Organization of new forms of interaction.
- 7)Ability to predict expected results based on automatic data analysis.
- 8)Facilitated access to information.
- 9)Ensuring digital literacy of users.
- 10)Stimulating influence on the development of science."

Thus, we have presented to you our scientific presentation with a very important topic for people in the XXI century. I hope I was able to tell you about digital technologies in communication in an accessible language by means of our scientific thesis.

References

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