

build multilateral sharing mechanism to promote the flow of digital resources, faculty ability and professional knowledge among different subjects; the digital transformation of higher education should focus on technology coordination, business coordination and data coordination, and establish the unified coordination mechanism and platform; finally, Puhui is the social responsibility of higher education, which is an important manifestation of higher education to fulfill its social responsibility. The universality of higher education means that higher education should serve politics, economy, science and technology, culture and other aspects, and the universality is also a kind of social display. As a part of the social superstructure, under the background of digital transformation, higher education ideology and values should change with social changes to meet the needs of social development and use new digital technologies.

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DIGITAL COMMUNICATIONS IN THE DEVELOPMENT OF THE INDIVIDUAL AND SOCIETY

ABSTRACT

This article aims to explore the transformation of digital communication technology in individuals and society, and to conduct in-depth research on the impact of digital communication technology on society through the analysis of historical evolution and future trends. With the rapid development of information technology, digital communication technology has gradually become an indispensable part of people's lives. This article first reviews the origin and development process of digital communication technology, from the initial telegraph to modern smartphones and social media platforms, and elaborates on the importance and impact of digital communication technology in individuals and society. Next, this article analyzes the application fields of digital communication technology in society, including

information dissemination, social interaction, business operations, and explores the impact of digital communication technology on social structure and culture. Finally, this article looks forward to the future development trend of digital communication technology, pointing out that digitization, intelligence, and networking will become the development direction of digital communication technology in the future. At the same time, it also proposes the challenges and response strategies faced by the development of digital communication technology. The research conclusion of this article indicates that digital communication technology has become an indispensable part of individuals and society, and its development will profoundly affect social structure and culture. Therefore, it is necessary to strengthen the research and application of digital communication technology to promote sustainable development of society.

Digital communications have had a significant impact on the development of individuals and society. With the advent of the internet and various communication technologies, people now have unprecedented access to information, resources, and opportunities for personal growth.

On an individual level, digital communications have opened up new avenues for learning, skill development, and self-expression. Online platforms provide educational resources, online courses, and tutorials that enable individuals to acquire knowledge and enhance their skills in various fields. Social media platforms allow individuals to connect with like-minded people, share their ideas, and express themselves creatively. This fosters personal growth, encourages collaboration, and helps individuals develop a sense of identity and belonging.

In terms of society, digital communications have revolutionized the way people interact, collaborate, and participate in civic activities. Social media platforms and online forums facilitate communication and information sharing on a global scale, breaking down geographical barriers and enabling individuals to engage in discussions and debates on important social and political issues. This has led to the formation of virtual communities, grassroots movements, and collective action for social change.

Furthermore, digital communications have transformed the way businesses operate, resulting in increased efficiency and productivity. E-commerce platforms have made it easier for individuals to start their own businesses and reach a global customer base. Remote work opportunities have expanded, allowing individuals to work from anywhere and collaborate with colleagues from different parts of the world. This has not only provided economic opportunities but also contributed to the overall development of society by promoting inclusivity and diversity.

However, it is important to acknowledge the challenges and potential negative impacts of digital communications. Issues such as information overload, privacy concerns, cyberbullying, and online harassment need to be addressed to ensure the responsible and ethical use of digital platforms.

In conclusion, digital communications have played a transformative role in the development of individuals and society. They have empowered individuals with knowledge, connectivity, and opportunities, while also reshaping social interactions, business practices, and civic engagement. It is crucial to harness the potential of digital communications while mitigating the risks to ensure a positive and inclusive development for all.

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ГЛОБАЛЬНІ Й НАЦІОНАЛЬНІ ТЕНДЕНЦІЇ РОЗВИТКУ Е-КОМЕРЦІЇ: СОЦІОЛОГІЧНІ ВИМІРИ

GLOBAL AND NATIONAL E-COMMERCE DEVELOPMENT TRENDS: SOCIOLOGICAL DIMENSIONS

Глобалізація впливає на всі сфери життя суспільства, а особливо на економіку. Економічна глобалізація, однією з рушійних сил якої є зростання темпів технологічного прогресу і розвиток інформаційно-комунікаційних технологій, посилює економічну інтеграцію між країнами і зумовлює