Role of National Sites in Social Processes

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Annotation: In the article, the genesis of Internet communications, which are developing and developing, the relationship between institutional and traditions, social systems in the society of Uzbekistan at the stage of new development, the possibility of national segments, which are gaining global importance, are widely analyzed.

Keywords: communication network, information society, social system, technical revolution, mass communication, globalization, global village.

INTRODUCTION

Already in the middle of the 20th century, sociologists predicted the emergence of a new generation of global electronic communication network, which could unite the world's population into a single global information society. The classic representative of sociology, sociologist M. McLuhan called the future society "global village". The researcher emphasizes that the new form of social society is based on high-speed electronic communications, will remove territorial time limits in the world, will form a global exchange of ideas on the planet, and will lead to a new stage of development of the social and information system. [1]

MATERIALS AND METHODS

At the current stage of world development, the Internet network has emerged as an information and communication technology that unites humanity and is constantly developing. It should be noted that the speed of development of the Internet network in society is at a rapid level, and its social technical capabilities have generalized the possibilities and potential available in public, social group level and interpersonal communications. This situation requires the research of the social system, communicative features of the global Internet, which is considered a global computer network in society, by applying the methodology of scientific knowledge and sociological approach. In such conditions, the analysis of a completely new socio-technical, socio-communicative and socio-cultural situation, sociological characteristics, preparation of independent conclusions and proposals aimed at ensuring Internet security acquires important practical importance. Professor Yu.A.Antonova emphasizes that aggressive ideas can affect society through the virtual world[2]. In this regard, it is appropriate to pay special attention to the study of the purpose, essence and content of official and unofficial communicative flows in the global Internet network. In the first quarter of the 21st century, as a result of the possibilities of computers, the revolution of scientific technology entered a new era. The possibilities of effective use of mobile phones, various gadgets, internet communications formed innovative thinking among members of the society, as a result of such a process, regular adaptation and integration of vertical electronic systems to the society took place. Innovative changes in the field of modern information technologies have had a serious impact on social institutions, systemic relations and social processes, such situations have created an opportunity for sociological researchers to promote the integration of Uzbekistan society, global relations, into the structure of the post-industrial world through scientifically based ideas. In this regard, it should be noted that one of the characteristics of

the new stage of development is the rapid development of the mass information and communication system. The technical and technological classification of the newly formed mass media networks confirms that they quickly overcome territorial and time limitations. Thanks to the unprecedented development of mass communication systems, for the first time in the history of mankind, information has risen to the level of a social resource that is necessary to a certain extent for a person.

RESULTS AND DISCUSSION

Globalization of mass media and communications has taken place, its content, essence, the process of effective use of the communication system, the experience of the individual has been transformed. Mass communication is not a tool that provides a person's attitude to existence, but a source that brings innovative ideas to our consciousness. This attitude applies to all forms of mass media, primarily the cyber Internet, a global computer network. [3] Internet networks and the national segment in it are of great practical importance for the society of Uzbekistan at the present time due to the fact that information and globalization formed the basis of the transformational processes in the society. In order to organize this task at the level of world standards, on October 21, 2019, Resolution No. 888 of the Cabinet of Ministers of the Republic of Uzbekistan "On additional measures to develop national content in the Internet global information network" was adopted. In this important document, the promotion and popularization of the development of national content and web resources, the creation of their organizational, material, technical and financial support system, the ideological and content filling of the national segment of the global Internet world information network, popular information resources that meet the modern requirements of users, media products, the creation and development of art, multiplication and documentary films, as well as the need to expand the audience due to the development of Internet journalism, national content in local social networks and the increase of its share in the information resources of the foreign Internet global information network, improving the activities of Uzbekistan's messengers and social networks, increasing their attractiveness is emphasized. [4]

At the same time, the development of the global Internet network in our country is not the same in all regions. In this case, the city of Tashkent takes the first place with its technical and communication capabilities. In this matter, it should be noted that some regions and districts of the country are not provided technologically at the level of requirements, that is, they are lagging behind the processes of informationization and globalization. The main reason for this process is due to a number of objective reasons, that is, the socio-economic development of the country before independence is related to the Soviet era, as a result of which Uzbekistan is provided with information in the field of technical and technological scientific research, development compared to the leading countries in the world in terms of the presence of indicators characteristic of an information society. was behind in the level. The city of Tashkent was provided with the required level of information and Internet connection. Therefore, it should be noted that during the new stage of development of our country, the role of the Internet network and its national segment in economic development and social development is increasing. In this process, it is necessary to emphasize that during the period of independence and democratic reforms, systematic work was carried out to bring the country to the global information space, its general theoretical and methodological basis was developed, and strategic measures were implemented to ensure the social development of the society and information unity. Due to the continuous expansion of the scope of democratic reforms, the society of Uzbekistan has been included in the global Internet network, which technologically influences social changes. At the same time, this reality caused a number of social changes in the society. This process led to the emergence of acute epistemological problems

in society, as a result of which social issues that have not yet been resolved were formed, which became a negative companion of democratic reforms. The Internet network, which was formed in the middle of the 20th century, was originally created as a means of communication, a communication system used in emergency situations. However, at the end of the 20th century, in the first quarter of the 21st century, the global Internet developed as an international computer communication network, which has an advantage over the national communication system, and its high-level capabilities were revealed. [5] That is why the activity of the Internet has become the focus of social and natural sciences, including sociology, as a subject of scientific research. The general impact of the Internet on social change is closely related to fundamental changes in society. This is characterized by the fact that the development of civil society in Uzbekistan continues, the country has entered a new stage of development. The global Internet network is gaining importance in ensuring the democratic content of reforms in our country, deep and rapid social changes, economic development, religious tolerance, inter-ethnic tolerance, strengthening the country's position in the international arena.

National segments in the Internet network are gaining importance in the innovative development of the country, in the understanding of the main tasks defined in the Action Strategy for 2017-2021, by members of society, social groups, and in ensuring their participation in democratic reforms.[6] As a result of this process, a radically updated information system was formed in Uzbekistan, and this situation created improved social relations.

The activation of the members of the society in the economic, spiritual, and social spheres is evident. In such conditions, there are certain deficiencies in the activity of social institutions that satisfy the demands and wishes of the public, they cannot satisfy the ever-growing social demands of the individual, such a situation is clearly manifested in the social spheres, that is, they have not developed to the level of intensive development in society. Such a situation is a sign of weakness in the institutional system of the transforming society.

It should be noted that a complex situation arose in the field of social communications in the end of the 20th century - the first quarter of the 21st century. The main reason for this was the rapid introduction of information technologies and computers into social life as a result of the scientific and technical revolution. Also, this shift in social life is characterized by the increasing influence of innovative media, that is, the global Internet, a global computer network, on social relations in society. At the same time, in the process of increasing the effectiveness of the formation of the communication system, its existing shortcomings were also revealed. These shortcomings include the dissemination of unfounded information on the Internet, including the national segment, sites, filled with information that is far from daily and historical objectivity, and non-social information, and the publication of articles intended to negatively affect the formation of the social consciousness of Internet users. Among sociologists, the number of scientific works dedicated to the study of the internet network, internet communication activities, the content, future, and essence of information technologies is increasing.

In the conditions of Uzbekistan, the sociological analysis of the activity of the Internet network and its national segment and the research of the impact of the global computer network on social processes are of practical importance. The process of independent study of the direct impact of official and unofficial Internet communications on the mass audience, the sociological aspects of the social role in the conditions of the transforming society puts forward tasks of theoretical, methodological and practical importance. As noted by Professor A.S. Duzhnikova, internet blogs as an important means of social communication influence the public, the formation of its social consciousness, its spiritual and moral world, and the formation of its political culture. [7] In this

regard, it should be noted that it is also important to study the role and functional tasks of social networks in the virtual world from the point of view of sociological analysis, and to study the methodological and methodological problems of blogs and social networks from the point of view of empirical sociological analysis within the framework of independent scientific work. is also of practical importance. It should be noted that the study of the activity of informal elements in the Internet system, including the analysis of created and updated blogs and social networks, is becoming important for the science of sociology. In this regard, empirical observation of blogs and social networks activities among users of the global Internet network, conducting sociological analyzes will have a certain social effect.

In the new stage of development, the relationship between institutional and traditions, social systems in the society of Uzbekistan is characterized by the genesis of internet communications, which is developing and developing, and the existence of an information system of global importance, with wide opportunities from national segments.

The global Internet network has the ability to express the classic features of social systems in virtual content, national character. That's why in today's Uzbek society, the presence and expression of the elements of the social system in the physical and virtual world is being observed. Such a process increases the influence of the social situation of the Internet on social processes, especially the role of its informal communication systems in the society is evident. In this regard, there was a need for social, systematic analysis of blogs and social networks on the Internet based on modern, innovative methods by sociologists. [8] In this regard, it should be noted that the methodological approaches of the famous foreign sociologist M. Morris and S. Oganal have an innovative role in researching the nature of the information system on the Internet [9].

The Internet is a complex socio-technical phenomenon, a reality, an integral element in the transforming society of Uzbekistan, and the understanding of its social importance suggests the task of approaching it from a sociological point of view. Therefore, it is important to study the role of official communications on the Internet, including the national segment, in the current democratic reforms, the impact of Internet blogs and social communications on mass processes, as an important aspect of sociology.

Sociologist scientist M. Bekmurodov states that communication in the 21st century cannot be imagined without various public dialogues and communication processes that connect and direct human activity, social and political life. [10]

Sociological analysis of the nature, function and social importance of the global Internet network, research of the content and goals of the social functions of the global computer network show that it has a direct impact on social systems, activities and processes of social institutions. In such conditions, it is appropriate to pay attention not only to the communicative functions of the Internet, but also to its social and cultural functions as a global network in society through a sociological approach. Especially in the process of scientific knowledge, epistemologically, social and systemic changes in the Internet world take an important place. At the same time, it is appropriate to pay attention to the changes in the structure of everyday social reality outside the global Internet information network. Such a process, in turn, confirms that the influence of the global information system on social processes in the society of Uzbekistan is increasing in the conditions of a new stage of development. Nowadays, the Internet is a multi-domain system. According to sociologists, there are several ways to evaluate the activities of Internet classification types. This system is mainly divided into formal and informal communication systems. The first group includes information, news sites, portals, Internet resources of various contents and

directions, as a copy of mass media in the virtual world. Blogger communities belong to the second group.

Effective use of opportunities of the virtual world in social networks, Internet forums, chats, interpersonal and group communication has a nationwide character. [11] The difficulty, complexity, and constant change of the elements of the Internet information space in the scientific research of the social situation belonging to the Internet network from the point of view of sociology are related to the mutual influence of official and unofficial sites. In this regard, it should be noted that social communications operate in different forms on the global Internet. In this process, as a special type of Internet communication, blogs have taken one of the leading places. The introduction of blogs to the Internet creates conditions for a person to demonstrate his communicative abilities, as well as to show, confirm, and present himself in the virtual world of his intellectual thoughts from a social and cultural point of view. Blogs are an important presentation of socio-linguistics, a unique socio-cultural phenomenon, a reality, the study of their nature, development trends creates conditions for the identification of new aspects of the cultural transformation of public opinion on a scientific basis. "The blog industry differs from other sites by its specific structure, and is distinguished by the interrelationship of different bloggers, the impact on the audience, that is, the number of listeners, general popularity, and communicative respect." [12]

In the new stage of development, Internet communities connected to the global network are playing an important role in the society of Uzbekistan. Their activity led to communicative cultural changes as an integrated element in society. Network Internet communities have had a significant impact on the social maturity and socialization process of the young generation, on the system of human life relationships, social psychological, and social cultural views.

Internet communities have a serious impact on social processes in society, socialization of young people, change people's way of life, social-spiritual and social-cultural skills. During the new stage of development of the Internet community, the individual as a phenomenon of information communication culture replaces the practice of virtual daily life. Actions related to information exchange, conversation, finding a new job, personal interest, developing a hobby, and increasing social activity are transferred to the page of the global Internet network. As a result of such a process, new social structural forms are created within the framework of virtual reality, but which have a serious impact on the physical situation.

Communicative Internet communities in the global Internet network, that is, blogs and social networks, are directly related to the methodological and methodical problems of the informal national segment, the dialectical opposition of the physical world and the virtual world. The main difficulty in this process is that when the researcher considers the physical reality during the analysis, the object of research is the content of the virtual world and in most cases has an anonymous, indirect character. At the same time, the use of sociological researches and their results, their application in human practical activities is of great importance. Such a process, in the conditions of a new stage of development, requires conducting new research works and empirical observations on the topic of various aspects of the practice of virtual social structural elements.

Empirical analysis confirms that blogs and social networks occupy an important place in the life of the society of Uzbekistan at the new stage of development and have a multifaceted influence on social processes. They are especially common among young people, and other segments of the population are also familiar with informal Internet communications through the activities of blogs on social networks. Active participation in the field of social networks and blogs has a

complementary nature, it is important to satisfy the social demands of Uzbeks, it has an active influence on the surrounding environment, it demonstrates the individual and intellectual potential of a person, because such opportunities cannot be obtained in practice, in the social and economic spheres. As a result of their activity in the social network, blogs have the opportunity to influence the social, economic, and spiritual spheres of the society of Uzbekistan.

The study of the content and essence of the theoretical and methodological bases of the activity of the national segment in ensuring the security of the Internet requires an understanding of the social structural and communicative features of the global Internet computer network, which is directly related to the new stage of development. In this process, for a person who actively participates in democratic reforms, that is, in the process of forming his socialized thinking, ensuring internet security and independent analysis of the theoretical and methodological aspects of the activity of the national segment becomes practical. The results of the research confirm that the role of the activity of the national segment of the Internet in social processes and the socialization of young people is increasing in the new stage of development.

CONCLUSION

Based on the analyzes conducted in this direction, the following conclusions and recommendations are put forward:

First of all, despite the difference between blogs and social networks, which exist in the national segment of the world Internet network, they have a similar character, the scale of information dissemination through them, that is, the geography and the generality of the affected audience. That is why there are difficulties in monitoring blogs and social networks by state organizations;

secondly, the fact that blogs and social networks on the world Internet are not controlled by state organizations is related to the freedom of speech in the country, the fact that the Internet is a global, worldwide network, and its confidential possibilities. Therefore, as a result of the fact that Internet sites are not controlled in Uzbekistan, it creates conditions for the further development of the national segment;

thirdly, the need to strengthen the position of national segments in the Internet network, to ensure its security, the specific influence of some Internet blogs on public opinion, the attitude of the population of Uzbekistan to events of social and economic content, their assessment, directly affects the socio-political, socio-cultural situation;

fourthly, the freedom of existing blogs to receive news, to transmit to the audience, the content of blog publications and articles through national Internet segments can affect the existing system of social problems, the solution of conflict situations;

fifthly, blogs in the national segment of the Internet can become a source of incorrect, negative information, as they may not agree with the opinions of the mass media operating in the country. Therefore, in order to ensure information security on the Internet, it is necessary to take into account the communicative, social, cultural process that exists in the society and is transforming;

sixth, it is appropriate to conduct sociological surveys among users to understand the place of blogs and social networks in the system of the world Internet network, to study the directions of their activities, because in the process of the development of society, in practice, previously unknown to the social sciences, it has a virtual character, affects the daily events of human development, and has a social system. elements, problems may arise.

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