

SOCIAL NETWORKS – AS A FACTOR OF ORGANIZATION OF LANGUAGE AND COMMUNICATIONS

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Аннотация. В статье анализируется, что социальные сети являются фактором организации межкультурного языка и общения, социальное общение - это не только передача информации между людьми, но и важный объект системы межкультурного общения. Также было выявлено, что организация языка и общения в социальных сетях, а также система социального межличностного общения стремительно развивается.

Ключевые слова и фразы: Коммуникация, вербальная, аудио и визуальная, визуальные коммуникационные технологии, социальная коммуникация, язык, информационная коммуникация, Интернет, информационное общество, научное концептуальное, информационная культура.

Annotation. This article analyzes that social networks are a factor in the organization of intercultural language and communication, social communication is not only the transmission of information between people, but also an important object of the system of intercultural communication. It was also revealed that the organization of language and communication in social networks, as well as the system of interpersonal communication in society is developing rapidly.

Keywords and phrases: Communication, verbal, audio and visual, visual communication technologies, social communication, language, information communication, internet, information society, scientific conceptual, information culture.

In society, social networks are a set of communicative and informational processes. In social life, social networks play a special role in the process of

interaction through information technology. In particular, in the implementation of the “Agenda for the XXI century” programs, to ensure their viability, first of all, the balance of social processes in different regions, the harmonization of different parties, the unity of social strata, the integration of states, organizations and individuals. It is repeatedly emphasized that it is directly related to the strength of the level of dependence”[1,2021. P. 81].

Nowadays, communication usually involves various forms of information transmission, such as verbal, audio and video, visual communication technologies. No matter how perfect modern communication technologies, they are expressed through the resources of human language, speech and consciousness. The development of mass media has also had an impact on the dramatic changes in all economic, political and spiritual aspects of social life.

Therefore, N. Mahmudov said: “It is clear that the main tool of any mass media is language. They should adequately reflect the richness, beauty and influence of the Uzbek language. None of the essential qualities that ensure the culture of speech, such as clarity, purity, logic, eloquence, must be incomplete in these means, otherwise, the intended goal will not be achieved. It should be noted that the language of mass media should serve as a benchmark for the literary language of society, to strengthen people's literary language skills, and at the same time to improve their speech culture”[2,2010. №4. P. 9] - he said and also added that information communication is an important factor in the communication system.

The development and spread of modern computer technologies, especially the Internet on social networks and mobile communications on a global scale, requires the formation of a number of new global postindustrial or information societies.

However, in this context, it is a matter of defining the essence of social behaviour. What matters to us is that social communication is not just about passing information between people. Data transmission is one of its types. In particular, we can see that the organization of language and communication on

social networks, as well as the system of interpersonal communication, is developing rapidly. In this regard, the American researcher M. Porter said, “the economic competitiveness of any country and the level of the intellectual development of different social strata in the country, professional activity and, most importantly, social harmony, solidarity, fairness in cooperation and how much people care about each other”. It is directly related to the state of the bond”[3, 2006. P.608].

Social communication, in the broadest sense, is the process of interaction between people in various forms and by various means. Because speech and language are present in people's activities. There are also processes in social communication, the essence of which is not the transmission of verbal information, but they also usually have the ability to convey verbal information.

Talking about social networks today is like re-introducing old clothes. However, modern processes, the impact of sites such as Moy Mir, Facebook, V Kontakte, Odnoklassniki on people’s worldview, daily life and psyche, urge them to reconsider the old box and bring social networks to the level of the topic of the day.

It is important to note that Wikipedia itself is a social network. In terms of the number of users, Facebook has a special place among social networks. It currently has more than 500 million members. This site allows you to post photos, text and videos, make friends with famous writers, actors, stay up to date with the news of the lives of friends who are members of the site, communicate directly with people offers such conveniences as. The majority of those who apply to social networks are users aged 18-24. A study by Russian scientists found that 49% of social network visitors are men and 63% are women.

Social media should have a culture of using information, including personal information. Please note that the following negative aspects and shortcomings can be observed when analyzing the listed websites:

1. Some users do not register under their own names;
2. Post inappropriate photos;

3. Disrespect in communication;
4. Writes nonsense, sometimes uses misinformation;
5. Pages establish political dialogue, even if it is social, and so on.

So, the culture of using the information on social networks, including personal data, means avoiding the above-mentioned negative aspects and shortcomings. However, the information that a person submits to the Internet social networking system can be used by other individuals or social groups for various purposes. In some cases, this is contrary to spirituality and enlightenment.

Today is a new revolutionary stage in the development of information and communication technologies. The reason is that 50 years ago, 30 pages of text were 5,000 km long. It took at least ten days and \$ 30 to send the mail by distance. Twenty years ago, it would have taken an hour and \$ 50 to fax it. At the moment, 3 seconds and 3 cents are enough to perform this operation.

In other words, the cost of dissemination has decreased by a thousand times and the speed has increased by 300 thousand times. In this regard, D. Nazarova said, "In the XXI century, armed with new intellectual potential and modern advanced thinking, there is a need to create a world-class education system based on communication and information technologies"[4, 2010. №4. P. 87], emphasizes that the picture is evolving

Thus, the participants in the activities of social Internet networks depend on subjective factors related to the communicative, economic and psychological aspects of their interaction. Socialization on the Internet is achieved through the acquisition of social values and norms, as well as knowledge of language and communication technologies, information culture in the socio-cultural environment of the user.

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