

SOCIAL NETWORKS AS THE MOST MODERN AND POPULAR TYPE OF MEDIA COMMUNICATION

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Abstract: This article explains the importance of the Internet and social networks today and the reasons for this. The article also classifies the social networks and sites that make up media communication.

Keywords: Internet, social networks, digital age, communication, media sharing networks, discussion forums, blogs, connection.

It is no secret that in our digital age, the Internet is increasingly used in face-to-face communication. What are the real reasons why internet access has become a vital necessity?

1. Information speed. News about current events around the world, as well as informative and scientific materials in almost all areas can be found and accessed through the Internet in a much faster and more convenient way. “Because the Internet is used in combination with the technological capabilities of all traditional information systems - telecommunications, television and radio broadcasting, active exchange of information at the international level, etc., it has several functions - a source of information and knowledge; media, a system of information services related to all spheres of human activity (including educational, political, social, economic, cultural, tourism, etc.); It serves as a platform for promising markets and national companies to enter the international information space and the world market in the most economical and fast way.”

2. Increased interest in new opportunities for interaction between young people. In this case, users began to use the Internet to meet the needs of filling the spiritual "gap" that is not satisfied in real life. In real life, it is impossible to see oneself in

other guises, to play a role, to experience certain emotions, to communicate with communicators with similar interests, to have anonymity on the Internet, to be able to deviate from the norm, to have all the conveniences of modern audiovisual technology. depends.

3. The integration of intercultural dialogue, the mass emergence of the migration process has led to the breakdown of kinship and friendly relations, which are very important in the Uzbek segment. As a result, the problem of distance was solved through Internet communication.

Doctor of Philology Rustamov Dilshodbek Abduvahidovich in his dissertation "Intralinguistic and extralinguistic factors and modern concepts of communication" classifies the following features of Internet communication:

1. Anonymity. Communicators may or may not provide information about themselves within any limits. There are also cases of providing false information or concealing the original information. As a result, a person in a network can demonstrate greater freedom of speech and behavior, either positively or negatively.

2. The specificity of interpersonal perception in the process of information exchange. The speaker's desire to display the qualities he or she wants to have has a strong effect on the other person's mind.

3. Voluntary and desirable communication. The user voluntarily establishes a communication or leaves it.

4. Atypicality, abnormality. The user tries to present himself from a different perspective, playing roles that cannot be performed outside the network.

5. The desire to overcome barriers to communication. Virtual communication is characterized by interpersonal and interpersonal conflicts. Users feel more at ease in both personal and social interactions, and can write things they may not be able to say in real life.

Social networks are embracing every aspect of people's lives. In this regard, they are divided into types according to human needs and purpose of use. Below we will get acquainted with their type and a brief description:

Different types of social networks:

1. Social networks: Facebook, Twitter, LinkedIn
2. Media sharing networks: Instagram, Snapchat, YouTube
3. Discussion forums: Reddit, Quora, Digg
4. Content management networks: Pinterest, Flipboard
5. Consumer information networks: Yelp, Zomato, TripAdvisor
6. Blogs and publishing networks: WordPress, Tumblr, Medium
7. Social shopping networks: Polyvore, Etsy, Fancy
8. Interest-based networks: Goodreads, Houzz, Last.fm

1. Social networks: Facebook, Twitter, LinkedIn

These types of social media are used to connect with individuals (and brands) on the Internet. They help the user business through branding, social awareness, relationship building, customer service, leading production and conversion.

2. Media sharing networks: Instagram, Snapchat, YouTube

Social media sharing types are used to find and share photos, live videos, videos, and other types of media on the Internet.

3. Discussion forums: Reddit, Quora, Digg

These types of social media channels are used to find, share, and discuss a variety of information, opinions, and news.

4. Content management networks: Pinterest, Flipboard

Choosing these types of social media helps the user find, share, discuss, and store a variety of up-to-date content and media.

5. Consumer information social networking sites: Yelp, Zomato, TripAdvisor. Using customer review networks can help you find, share, and review different information about different products, services, or brands.

6. WordPress and Blogger are traditional blogging platforms, while Tumblr (micro-blogging service) and Medium (Social Publishing platform) are the latest blogs and publishing networks.

7. Social shopping networks: Polyvore, Etsy, Fancy

8. Networks of interest: Goodreads, Houzz, Last.fm

These are social media networks for connecting with other people who have the same hobbies or interests

