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THE ROLE OF NATIONAL SEGMENT ACTIVITIES IN SOCIAL PROCESSES IN THE INTERNET CYBER SPACE

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Аннотация: Мақолада интернет кибер маконидаЎзбекистоннинг миллий сегментини ривожлантириш зарурияти, Интернет миллий сегменти сайтларини ривожлантириш борасидаги ўзига хос жиҳатлар, фарқлар, Ўзбекистонда интернет тизимини ривожлантириш муаммолари, унинг ижтимоий жараёнлардаги ўрни тадқиқ қилинган.

Калит сўзлар:глобаллашув, ахборот, интернет, сайт, миллий сегмент, ахборот оқими, ахборот эҳтиёжи, ахборот макони, ёшлар.

Аннотация: В статье рассматриваются необходимость развития национального сегмента интернет-киберпространства Узбекистана, особенности развития сайтов национального сегмента Интернета, различия, проблемы развития системы интернет в Узбекистане, ее роль в социальных процессах.

Ключевые слова: глобализация, информация, Интернет, сайт, национальный сегмент, информационный поток, информационная потребность, информационное пространство, молодежь.

Annotation:The article examines the necessity fordeveloping the national segment of Uzbekistan in the Internet cyberspace, the specifics and differences in the development of sites of the national segment of the Internet, the problems of Internet development in Uzbekistan, its role in social processes.

Keywords:globalization, information, internet, site, national segment, information flow, information need, information space, youth.

Introduction: At the current stage of global development, the Internet as an information and communication technology that unites humanity has emerged and is constantly evolving.It should be noted that the speed of development of the Internet in society is rapid, and its social and technical opportunities have generalized the existing opportunities at the level of mass, social groups and interpersonal communication.This condition requires the study of the social systemic, communicative features of the global Internet, which is a global computer network in society, through the application of scientific knowledge, the methodology of the sociological approach.In this context, the analysis of a completely new socio-technical, social communicative and socio-cultural situation, sociological features, the preparation of independent conclusions and suggestions desired at ensuring Internet security is of great practical importance.

Literature Review: As early as the middle of the twentieth 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.Sociologist M. McLuhan, a classic of sociology, named the future society a "global village."The researcher notes that the new form of social society is based on high-speed electronic communications, removes regional, time boundaries in the world, forms a global exchange of ideas on the planet, leads to a new stage of development of social and information systems [1].

Professor Yu.A. Antonova have a claims that aggressive ideas can affect society through the virtual world [2]. In this regard, it is expedient to pay special attention to the study of the purpose, essence and content of formal and informal communicative directions in the global Internet. In the first quarter of the XXI century, as a result of the capabilities of computers, the scientific and technological revolution has entered a new period [3]. In this regard, it should be noted that the study of the role and function of social networks in the virtual world in terms of sociological analysis is also important, the study of blogs and social networks in terms of empirical sociological analysis is also practical.

Researcher I.A.Shevchenko noted that the globalization of mass media and communications has taken place, its content, essence, the process of effective use of the communicative system of the individual, the experience has been transformed.Mass communication is not only a means of ensuring an individual's attitude towards existence, but alsoproduces as a source that brings innovative ideas to our minds.This approach applies to all forms of media, primarily the cyber Internet, which is a global computer network [4].

In this regard, there is a necessity for sociological, systematic analysis of the peculiarities of the activities of blogs and social networks on the Internet, based on modern, innovative methods by sociologists [5].In this regard, it should be noted that the methodological approaches of the famous foreign sociologists M. Morrisa and S. Ogana are important in studying the essence of the existing information system on the Internet [6].

Research Methodology: In the course of the research were used scientifically-philosophicalprinciples and methods such as systematics,theoretical-deductive conclusions, analysis and synthesis,history and logic, hermeneutic analysis, inheritance,universalism and nationality, comparative analysis.

Analysis and Results: Because of the fact that the basis of transformational processes in society is information and globalization, the Internet and the national segment in it have of great practical importance for the society of Uzbekistan today.In order to organize this task at the level of world standards, the new decree of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to further develop national content in the global information network Internet" was announced.This important social document states that "the development and promotion of national content and web resources, the creation of a system of their organizational, logistical and financial support, the ideological content of the global segment of the global Internet, meet modern requirements of users creation and development of popular information resources, media products, feature, cartoons and documentaries, as well as the development of Internet journalism, national content in local social networks and its share in the information resources of foreign Internet

networks, improving the activities of messengers and social networks in Uzbekistan, the need to expand their audience by increasing their attractiveness is emphasized [7].

Due to the stable expansion of democratic reforms, the society of Uzbekistan has been included in the global Internet, which has a technological impact on social change. Moreover, this process makes several changes in the society. This process has caused to the emergence of acute epistemological problems in society, which have led to the formation of hitherto untackled social issues, which have become a negative companion of democratic reforms.The internet which is formed in the middle of the twentieth century, originally a means of communication used in emergencies, emerged as a communication system.However, in the late twentieth and first quarters of the twenty-first century, the global Internet developed as an international computer communication network, superior to the national communication system, demonstrating its high potential [8].That is why as the subject of scientific research the activities of the Internet have been the focus of social and natural sciences, including sociology. The overall impact of the Internet on social change is closely linked to radical change in society.In particular, the development of civil society in Uzbekistan is characterized by the fact that the country has started a new level of development.The global Internet has an important duty in ensuring the democratic content of reforms in our country, its rapid transformational processes, deep and rapid social changes, economic development, religious tolerance, interethnic tolerance, strengthening the country's position in the international arena.Professor N.Khakimov emphasizes that "national segments of the Internet play an important role in the innovative development of the country, the understanding of the main tasks set by the Action Strategy for further development of the Republic of Uzbekistan for 2017-2021, members of society, their participation in democratic reforms" [9] As a result of this process, a radically updated information system has been formed in Uzbekistan, which has created improved social relations. Nowadays, the activation of members of society in the socio-economic, spiritual and social spheres is clearly visible.In this condition, there are certain demerits in the activities of social institutions that meet the needs and desires of the public, they can not be sufficient of the social ceaseless requirements of a person . the situation is evident in the social sphere, ie they do not develop in line with intensive development. This situation shows the existed demerits in the institutional system of a transforming society.

Therefore, in the context of Uzbekistan, the sociological analysis of the Internet and its national segment and the study of the impact of the global computer network on social processes is of practical importance. Moreover, the direct impact of formal and informal Internet communications to the public audience, the process of independent study of the sociological aspects of social status in a changing society, has of theoretical, methodological and practical importance.It should be noted that at the present time for sociology the study of the activity of informal elements in the Internet system, including the analysis of last created stuffs that are updated blogs, social networks have also an important role.In this regard, the empirical observation of the activities of blogs and social networks among users of the global Internet, conducting sociological analysis provides a certain social effect.

In social networks, on Internet forums, chats, interpersonal and group communication, using efficiently the capabilities of virtual world has nationwide character. [10] The difficulty in the sociological study of the social situation of the Internet from a sociological point of view is connected with a certain complexity, the constant change of elements in the Internet information space, the interaction of official and nonofficial sites.In this regard, it should be noted that in the global Internet, social communications operate in different forms.In this process, blogs have taken one of the leading positions as a specific type of internet communications.The introduction of blogs on the Internet gives a chance to a person for demonstrating their communicative abilities, as well as to show, confirm, present themselves in the virtual world in terms of socio-cultural intellectual ideas.Blogs, by their very nature, are an important presentation of sociolinguistics, a specific socio-cultural phenomenon, a reality, and their essence, the study of development trends, create conditions for the scientific identification of new aspects of cultural transformation of public opinion."The field of blogs differs from other sites by a certain structure, as well as the interconnectedness of different bloggers, the impact on the audience, that is, the number of listeners, general popularity, communicative respect." [11]

At a new stage of development, Internet communities connected to the global network are playing an important role in the society of Uzbekistan.Their activities, as an integrated element in society, have led to communicative cultural change.Network Internet communities affect significantly on the social maturity and socialization process of the young generation, the system of life relationships, social psychological, socio-cultural views of man.Their activities, as an integrated element in society, have caused to communicative cultural change.Network Internet communities have had a significant impact on the social maturity and socialization process of the young generation, the system of life relationships, social psychological, socio-cultural views ofperson.

Internet communities have a significant impact on the social processes in society, the socialization of young people, changing a person's lifestyle, social psychic and socio-cultural skills. The individual will replace the virtual daily practice as a phenomenon of information communication culture during the new stage of development of the network internet community.Actions on information exchange, conversation, finding a new job, developing personal interests, hobbies, increasing social activity are transferred to the page of the global network of the Internet.As a result of such a process, new social systemic forms emerge within the framework of virtual reality, but with a serious impact on the physical situation.

Conclusion/Recommendations: The empirical analysis confirms that blogs and social networks gain an important role in the life of Uzbek society at a new stage of development and have a impact in several directions on social processes.

First, despite the differences between blogs and social networks that exist in the national segment of the global Internet, their similarity is due to the scale of information dissemination through them, i.e., geography, as well as the generality of the target audience.That is why there are enough difficulties in monitoring blogs and social networks by agencies of government.

Second: the fact that blogs and social networks on the World Wide Web are not controlled by government agencies, the lack of monitoring is due to the freedom of speech created in the country, the fact that the Internet is a global, universal network, confidential capabilities.So, as a result of the lack of control over websites in Uzbekistan, it creates conditions for further development of the national segment.

Third: the need to improve the position of national segments in the Internet, as well as its security, the impact of some Internet blogs on public opinion, the attitude of the population of Uzbekistan to social and economic events, their assessment, socio-political, socio-cultural situation.

Fourth: understanding the role of blogs and social networks in the global Internet system, it is good to organise to conduct sociological surveys among users to study their activities, because in the process of society development, previously unknown to the social sciences, virtual nature,structural elements, problems may arise.

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