The Role of Global Political Technologies in Internet Networks

Sh. A. Makhmudov

Scientific researcher Samarkand State University Uzbekistan

Annotation: *The article highlights the processes of development of social networks as global political technologies and discloses their features with examples.*

Keywords: *political technologies, social networks, election technologies, virtual space, "soft power", manipulation technologies.*

Today's stage of the development of society and statehood cannot be imagined without modern Internet communication technologies. In recent years, the global Internet network, in particular social networks, has begun to have a solid place in the political environment and processes, along with all aspects of public life.

The development of social networks at the global level is directly related to the following factors:

first, according to the report "Global Digital 2019" [1], the total number of users of social networks in the world is 3.48 billion reaching man, it is 42% of the world's population. The growth rate is almost 9% (288 million) compared to the previous year. In this regard, the share of the regions of North America and Western Europe, respectively. The total number of Internet users in our republic in 2020 amounted to 20 million makes up more than a person.

Secondly, it is no exaggeration to say that social networks are becoming a global political technology for influencing national, regional or international processes in most western, as well as developed eastern (referring to Asian Tigers) countries. Because, in these countries, almost all members of the intelligent layer began to carry out their relationship in the virtual world.

Thirdly, the development of information technology gave rise to the concept of "network generation"[2], which in itself has a high level of informational literacy and reflects today's younger generation, who is constantly actively using modern information and communication technologies in their daily lives.

The fact that these factors are used as a means of achieving political goals on a global scale of social networks becomes the basis for its calculation as a global political technology.

Based on the communicative function of social networks, it can be observed that their audience is expanding. Instagram, Facebook, Twitter, Instagram, Vkontakte, Odnoklassniki are currently popular among users of such social networks as Facebook, Twitter, and Odnoklassniki, and the general public is not at all likely to fall under the influence of various manipulation technologies in the cliff of receiving such a large amount of information.

Political Scientist M.Demetradze believes that "social networks, manifested as a new instrument of influence in world politics, began to demand, without words, deep analysis and attention in the process of state decision-making, especially their effective use, in the context of the intensification of global problems and the growing international interdependence" [3].

In the words of sociologist scientist M.Castels, "due to the globalization of the information space, social networks, considered one of the new forms of communication during the decision-making of the information society, are a new means of democratizing world society, while there is an

additional mechanism for influencing political processes in the country and the world. Social networks also emerged as a new actor in the landscape of world politics" [4].

In recent years, the importance of social networks in political processes has increased in developed (as well as some developing) countries of the world and the cases of its use for political purposes have taken on almost the same appearance. So there is no mistake if they are recognized as a form of global political technology.

The virtualization of the activities of the institutions of mass democracy – elections, state and political parties - has turned the Internet, including social networks, into a tool and field of political struggle [5].

In a situation where "digital diplomacy" is developing among the subjects of international relations, the role of social networks as a global political technology has also begun to be observed in the global behavior of the leaders of certain states.

Facebook is a social network that has been used by most political leaders such as Twitter or Facebook, and the term Twitter diplomacy or Facebook diplomacy has begun to be used among the general public in relation to these processes.

Political events and phenomena that have taken place in the world's political arena are immediately reflected in social networks and are turning into political discussions. Social networks are becoming politicized, especially since social networks have become one of the most important tools in the implementation of the foreign policy of some leading states. All political struggles of national and international importance are mainly aimed at gaining public consciousness, mainly taking place on social networks.

The role of social networks as global political technology can be seen in the fact that political figures begin to actively use the capabilities of social networks to promote their views (goals) in a certain audience of people [6].

In this case, the active influence of social networks on international political processes can be explained in connection with the phenomenon of "policy emotionalization". Experts believe that this trend is expressed in the fact that in political dialogues the content of rational arguments is mixed with emotional (emotional) elements. In particular, recent elections in the United States have shown that the political sentiment reflected in social networks is one of the important factors that can seriously affect voters.

In the 2016 presidential election, D.Trump wrote messages on his Twitter page in an extremely impulsive way, using initials of various references, a situation that caused his correspondence to be emotionally stained and, due to this, his messages to have a "more lively" effect on the correspondence of other politicians, the user of social networks [7].

At this point, it is worth saying that according to experts, today "Twitter" is a microblogging platform consisting of short replicas, phrases, quick comments (comments), images or notes that contain links, in which the character of impulsiveness (responsiveness) is stronger than in other social networks. According to the researchers, it turned out that through reposts on social networks, information with negative value spreads faster and more efficiently than messages of a positive nature that express laughter, fear, sadness or sadness and enthusiasm that evoke a strong emotion in oneself [8].

In this regard, the US President D.Trump's constant negative opinions (posts) about Iran, Venezuela or North Korea through the social network Twitter, of course, do not show their influence on the foreign policy of most countries in the direction of the listed countries.

Another interesting aspect of this situation is that only one negative post left by the US leader on Twitter can seriously affect not only interstate political relations, the world economy (banking and finance, the oil market, etc.).

In recent times, the fact that fake (false) information has been disseminated on social networks has had its serious impact not only on any social relationship, but also on political processes in the international arena.

Especially, there are more and more cases of using such news in the way of achieving its political goals. So, summing up, it is possible to attribute one confirmation to the interpretation of social networks as a global political technology – the popularity of their distribution of fake news.

According to the "Buzz Feed News" agency, Facebook news will be even more distributed in the last period of the election race and will be able to awaken a very active influence among the use of the Facebook social network [9].

Social networks are used in political processes not only for positive purposes, but also for the protection of certain destructive forces (terrorist and extremist organizations, illegal opposition, etc.) there are also cases of their use in the implementation of their own selfish political goals. That is, they are using social networks to promote and promote their ideology.

Most experts in this regard say that in the future, it is far from the fact that social networks will move to the virtual world full of real politics in world countries. In such processes as the migration of political processes into the virtual world, that is, increasing the political consciousness and culture of citizens, including the ability to select and analyze information, becomes of urgent importance.

Social networks themselves are considered an integral part of the globalization process, and in the present period, its peculiarities are studied by various research centers. For example, in 1977, in Delaware, USA, *The International Network of Social Network Analysts"* (INSNA) was founded, which operates as a professional non-profit association of scientific researchers engaged in the analysis of issues related to social networks [10].

As we will see on the example of the Asian region, currently the Yokogama National University of Japan has a training course entitled "globalization of social networks", which, on the basis of orders, conducts scientific research and research on most problems related to the activities of social networks (both national and world policy).

At this point, it should be noted that today there is a globalization of the political-communication space. There is an increase in the role of the information factor in solving global geopolitical tasks. Social networks serve as a tool in the implementation of one of the global political technologies, the "soft power".

Researcher V.Zapryagaylo assesses social networks as an effective instrument for mobilization in mass movements, recognizing its role as being considered a positive "soft power" and giving the opportunity to bring it closer directly to democracy [11].

Based on the above, in place of the final sentence, it can be noted that social networks, as a global political instrument, are becoming an integral part of the geopolitical concept of "soft power", which is able to influence most (including important) processes taking place in world politics.

As a conclusion, it is worth noting that the use of social networks as global political technologies will develop further. In this case, it is appropriate to highlight such as following after certain ideas and ideologies, organizing mass protests, carrying out mass manipulations.

References:

1. http://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates

2. Докторович А.Б., Монахов Д.Н., Монахова Г.А. Роль социальных сетей в развитии общества и экономики России // Пространство и время. – 2013. – №3 (13). – С. 103-112.

3. Деметрадзе М.Р. Социокультурные исследования: теория и методология: Социокультурная методология изучения традиционализма обществ постсоветского пространства – Россия (центральная зона социокультурных ценностей). М.: LAP LAMBERT Academic Publishing. 2011. C.423.

4. Castells M. The Information Age: Economy, Society, and Culture. Vol. 3: End of Millennium. 2nd ed. Malden. M.A; Oxford: John Wiley & Sons Ltd, 2010. P. 374.

5. Иванов Д.В. Виртуализация общества. СПб.: «Петербургское Востоковедение», 2000. 96 с.

6. Овчинникова К. А., Кульпин С. В., Социальные сети как инструмент политической агитации: Российский и зарубежный опыт. УДК 32.019.51. 2018. С. 46.

7. Ott B. L. The age of Twitter: Donald J. Trump and the politics of debasement // Critical Studies in Media Communication. 2017. Vol. 34. No 1. P. 59–68.

8. Parmelee J. H., Bichard S. L. Politics and the Twitter revolution: How tweets influence the relationship between political leaders and the public. Lexington Books, 2012. P. 70.

9. This Analysis Shows How Viral Fake Election News Stories Outperformed Real News On Facebook [Электронный ресурс]. URL: https://www.buzzfeed.com/craigsilverman/viral-fake-electionnews- outperformed-real-news-on-facebook (дата обращения: 15.09.17).

10. Зюбан Е.В., Ефимова Г.З. Социальные сети как элемент социально-экономического развития постиндустриального общества. Интернет-журнал «НАУКОВЕДЕНИЕ» http://naukovedenie.ru. Том 7, №6 (ноябрь - декабрь 2015) publishing@naukovedenie.ru, С. 3.

11. Запрягайло В.М. Социальные сети – фактор «мягкой безопасности» в условиях экономических санкций против России // Научный вестник Волгоградского филиала РАНХиГС. Серия: Экономика. 2015. №1. С. 59.