



SOCIAL NETWORKS LIKE FACEBOOK, TWITTER, INSTAGRAM AND TELEGRAM, AND POSSIBILITY AND IMPACT OF PUBLIC OPINION AND ATTITUDE ON TELEGRAM MESSENGER .

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Annotation: This article discusses the role of social networks and messengers, which are new forms of information exchange, in shaping the public curve.

Keywords: NetDiplomacy, electronic journals, public diplomacy, image, digital diplomacy

Diplomacy, once a relatively closed field, is becoming more open to ordinary citizens with the development of information technology and the global information space. The official pages of the heads of state, government agencies, diplomatic corps and embassies of almost all countries operate on the Internet, including world-famous social networks (Twitter, Facebook, YouTube and Instagram). The new form of information exchange not only provides information on the activities of the head of state and the foreign policy of the state, but also a unique image-making tool.

The pages, which are run mainly by the head of state - the President (in some countries the prime minister - prime minister), the press service of ministries and organizations, have become an integral part of digital diplomacy. Any post, tweet or note that appeared on these pages began to be officially accepted in the imagination of ordinary social network users.

It has become commonplace to set up strategic centers to develop a mechanism for making a positive impression on the page or organization of the head of state, which disseminates information not only in the minds of citizens, but also in other countries .

Since the advent of the Internet in Uzbekistan in 1996, the United States has already begun to form a positive image of the state and government policies through digital diplomacy and networks. This strategic system is chronological in nature:

1996 - Director of the US News Agency Dj. Duffy combines several magazines and opens the first online magazine, the Washington Files.

1996–2000 - The U.S. government creates several more such e-journals and seeks to bring alumni together through the State Department website.

2001 - Network diplomacy is announced in the United States - NetDiplomacy.

2002–2003 - George W. Bush's office transfers traditional radio and television programs to the Internet.

2006 - The first group of experts (Digital Outreach Team) is formed to analyze information and misinformation about the United States.

2006 - US Secretary of State Condoleezza Rice announces the launch of the first official blog of the US State Department, Dipnote. Junior George W. Bush's office opens a government portal that spreads positive information about the United States - America.gov and several electronic journals (eJournal USA, Weekly Newsletter, Student Corner).

2007–2008 - Launches 15 departments at the State Department, the Central Intelligence Agency, the Department of Defense, and the United States Agency for International Development



(USAID). These departments analyze international and national social networks, blogs and chats, and provide positive information about the United States to Internet resources.

2009 - Hillary Clinton, the new Secretary of State from Barack Obama's office, initiates a program of renewal in US foreign policy called "Governance in the 21st Century." One of the directions of this program will be digital diplomacy.

2009 and 2010 - Deputy Secretary of State for Public Diplomacy Dj. Ms. McHale outlines the new U.S. public diplomacy strategy in Public Diplomacy: Strengthening the United States' Partnership with the World and Public Diplomacy: A National Strategic Imperative, which outlines the key objectives of digital diplomacy:

- Weakening the ideological enemies of the United States;
- Opposing China's online information activities;
- Limiting the influence of Russia's media presence in the territories of the former Soviet Union;
- Combating the cultural policy of the Islamic Republic of Iran through social media.

2010 - The US State Department develops another strategy for American diplomacy. The document "Strategic Plan for Information Technology Development 2011-2013: Digital Diplomacy".

The first project began with the establishment of a special research center at Harvard University to study the political attitudes of foreign users on social networks and blogs.

Another project, a conference on cyber dissidents, was launched in 2010 by Dj. Held at the Bush Institute (Conference on Cyber Dissidents: Global Success and Challenges). The U.S. government invites bloggers to the conference ¹who oppose human rights, press, and Internet freedom efforts by governments in Syria, Venezuela, Cuba, the Islamic Republic of Iran, Russia, China, and Colombia .

2011 - The United States adopts a number of documents dealing with the military-political aspects of the Internet. In June 2011, part of the Pentagon's Strategy for Action in Cyberspace will be announced. In this document, the cyberspace is lined up with combat operations on land, sea and air, as well as in space.

2012 - As of March 2012, the US Department of State employed 150 e-diplomats (the same principle applies in other countries) during the entire working day. In particular, Twitter is becoming an important tool for the state and civil society to implement its foreign policy and influence public opinion.

2012–2014 - Modern U.S. public diplomacy shifts from the concept of monologue to one-sided information to feedback, and then to dialogue, or “listening,” which allows the United States to respond more quickly to public opinion. This approach has led to a wide range of personal pages of US government officials on social media.²

An e-diplomacy hub has been launched by Agence France Presse (AFP). He captures , analyzes and evaluates diplomatic activity and influence on Twitter in real time. The developed algorithms allow to see the updated rating of states and individuals, as well as the process of e-

¹Civil Society 2.0 // US Department of State [Official Site]. URL: www.state.gov/statecraft/cs20/ (22.01.2015).

²Russian Federation // The e-diplomacy Hub [Site]. URL: <http://ediplomacy.afp.com/#!/map> (22.01.2015).

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diplomacy. The database includes government officials, ministers, diplomats, experts, activists and politically inclined hackers.

Digital diplomacy is a form of public diplomacy that has its own methods of influencing the population of foreign countries. These methods include the placement of radio and television programs on the Internet, the distribution of digital interpretations of literature available for open access and download, monitoring discussions in the blogosphere, sending links via mobile phones, and creating personalized government pages on social media.

We can see that digital diplomacy has been shaped on the basis of a special strategy at the level of an important propaganda tool of public policy, and not a single tiny detail about the image of the state has been overlooked.

Modern networks in the trend - Facebook, Instagram, Twitter, Telegram, YouTube - are an important tool not only in shaping the image, but also in communicating with the public, changing public opinion in favor of the government.

Evidence of this can be seen in the discussions, conflicting opinions and comments that take place under groups in the networks, the post on the pages (photos, videos and other materials, texts). It is natural that the majority of network users object to the negative propaganda materials about the heads of state or the state, which have a positive image in the minds of their citizens or the population of another country.

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