
THE REPORT OF THE PUBLIC RELATIONS DEPARTMENT IS PRIVATE

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Annotation: This article expresses thoughts on the issues of specificity of information exchange through social networks.

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INTRODUCTION

In any fast-paced society, the demand for social media is also growing. This, of course, also defines their role in society. So, if the task they're assigned is of practical importance, the issue of editing that they're reflecting on can be on a par with it. President of the Republic of Uzbekistan Shavkat Mirziyoyev has repeatedly emphasized the importance of journalism and information. Shavkat Mirziyoyev noted that media companies of Uzbekistan are also striving to occupy a worthy place in the world information space and actively participate in global political and social processes, for this it is necessary to work tirelessly, learn advanced foreign experiences, modern information technologies, multifaceted analytical methods, constantly search for and cultivate a new generation of national journalism: ?? We must never forget one thing: we are all students of the great school called democracy. We have a lot to learn about this. I am confident that representatives of the journalism field, our dear veterans will set a special example with their rich experience and exemplary qualities in educating our children in this spirit", the President said.

MAIN PART

When it comes to the Internet, it is understood many "smart" gadgets that are located on different sides of the world, in different regions and are connected to each other through communication channels designed for information. In short, the internet is a complex of World computers. It is also an excellent repository that concentrates information and uses this repository for all different purposes, being used. As an



example, each person can find the information he wants, as well as get an answer to his question. Unlike encyclopedias and books, it is possible to save time on finding information and answers for questions over the internet.

There are many reasons why the internet is gaining popularity in the human society. There are almost unlimited opportunities for communication on the internet. A person can become a boxabar from news through social networks, communicate with his distant brothers, find friends of the same interest. In addition, Internet users can consult, Express and communicate with specialists from different fields, art lovers can enjoy listening to music, watching pictures, dancing. It is also possible for job seekers to find suitable jobs. Designers, programmers and many other people also have the opportunity to make money on the Internet. Manufacturers can advertise their products online. And social networks are a great place for businessmen to advertise their products and attract new buyers.

Obviously, in today's globalized life, the internet is playing an increasingly important role and we can see that the demand for social networks in all areas is increasing. Its role in the study of foreign languages, as well as English, is incomparable. With the help of social networks, we can easily find information that we need and are interesting to ourselves. Also, with the help of online platforms aimed at obtaining many of the created education, in particular, language learning, facilities are created for the teacher and students to carry out classes in a distance way. Internet networks have enough vedio textbooks and materials for students to independently gain knowledge and work on themselves.

CONCLUSION

63% of the population on Earth now uses the internet. Over the 1-year period, the number of internet users has increased by more than 200 million. Most users (92.4%) use the internet through mobile devices. And 4.65 billion people are active on social networks. Society has become difficult to imagine its life without social networks and the internet. For this reason, one UN General Assembly meeting in 2011 argued that “the use of the Internet is a necessary instrument for a person to express his opinion, making it possible for the population to exercise their rights”. [4]

For the population, this involves revising the exchange of opinions and information of representatives of different nationalities, not only through the Internet, but also in the virtual environment itself. A more in-depth study of these processes leads the



population to reflect on how efficiently they use cultural resources. In this case, of course, we should think about how important the information on the Internet is in this regard, as well as what scope of necessary opportunities it provides.

Based on the demand of the times, a number of convenient applications, websites, communication messengers have become popular and continue to be used to this day. Instagram, Telegram, Facebook, Twitter, Whatsapp, etc. In addition to the increase in demand for them, there are no various problems-obstacles that arise in use. This includes various obstacles, including technical and language point theory. But experts in the field are also working on this process and today they are improving information in terms of coding, language capabilities for giving in different languages. This in turn allows for the preservation of cultural identity in integrative processes. But although the most modern techniques are used, the issue of spelling and literacy is always the most pressing problem and retains its practical significance.[2]

In the process of communication, information sharing in general, two parties are involved: the information transmitter and the recipient of the transmitted information. Like any communication, the process of information exchange in the web environment can be direct and indirect. In the world of the Internet, the process of information exchange refers indirectly to the communication process, the capabilities of which are equal to the capabilities of the Internet.

The past stage of the world media's progress on the Internet has made it possible to define INTERNET journalism as a separate type of informational activity and distinguish characteristics inherent in it. As specific aspects of the internet as a media quality, it is permissible to recognize the following:

- that networks have globally;
- speed in data transmission;
- * decentralization of the work process;
- * accessibility to all;
- * user control;
- * economic convenience;

It can be said that these aspects affect the scale of its users. Among the concepts related to the Internet, we are constantly referring to the likes of globalism, interactionism, decentralization, digitization and expeditation. It can be said that even in the sense of web content, it is these concepts that reflect its characteristics. The information given in the Internet environment does not meet the full requirements of



online in the absence of these pointers (including messages with poor quality, error, incomprehensible, inaccurate).

Globalism, when this is explained by the fact that information and information recipients have a global scale, interfaith, in turn, implies the existence of a bilateral dialogue between the audience and the media. Hypertext, on the other hand, is considered an aspect not present in any other media, representing the possibility of access to unparalleled multiple sources behind a page. The archived resource quality of a web page is understood in digital form as an opportunity to get acquainted with the much earlier data of the publication. It was these aspects that caused the number of internet users to increase from year to year, the audience to expand.[3]

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