
Institutional Nature of the Internet and Blogosphere

Seydabullaeva Nargiza Tangirbergenovna

Berdakh Kara kalpak State University

Abstract: In this article, discourses are formed as a way of informing and conveying real events, based on which positions and opinions emerge in the mass communicative space and, as a result, a competition between different perspectives and approaches to understanding reality takes place.

Key words: Internet, computer technology, period, techno-utopians, giant machine, internet traffic, involvement, personal and commercial purposes, entertainment programs, education and civic activism, information space, online community, online communities.

The Internet and computer technology have changed all areas of society in a relatively short period of time. One of the techno-utopians, K.S. In her article “The World Wide Web is Us,” Kelly describes the Internet as a “mega-computer” or a giant machine that “expands the boundaries of our minds and shapes new ways of thinking”.

If we look at the annual growth of Internet users, the increase in Internet traffic (according to Cisco, "by the end of 2016, 1.1 ZB of data was transmitted worldwide, and in 2019 - 2 ZB. To imagine 1 ZB = 36 thousand annual HDTV-video"), the growing capacity of the Internet and, accordingly, the wide involvement of users (provides their personal and commercial purposes, spends free time through entertainment programs, provides opportunities for education and civic activism, etc.). the internet is becoming a truly universal information space. If it has not yet replaced real life, but it is clear that it has “filled” it even more.

A 2007 study by the Annenberg School of Communication and Journalism at the University of Southern California and the Center for the Digital Future found that 43 percent of people in online groups feel like they belong to a real community in the online community. More than 40% of members of online communities said they began to actively participate in social activities after joining online communities.

The changes have also affected the political sphere of society over time. Thus, according to a report by researchers from the Annenberg School of the Future of the Digital Future, by 2021, 74% of respondents said the internet has become important for political campaigns; while 64% of respondents said the internet helps people better understand politics. 40% believe that the internet allows people to be more responsive to government behavior. Thus, in the new technological environment, the political and communicative process is actively carried out through new media (often alternative), including the blogosphere, which is becoming a source of political information. At the same time, leaders, leaders or politfluentials are beginning to play an increasingly important role in engaging citizens in political dialogue through the network. Such activity is carried out through their personal website, often blogs, which act as a kind of authority, an “agent” of social change.

By political blog we mean a blog where users are involved in analyzing, collecting and disseminating political information. The most important criteria for a political blog are the active participation of the blog author in the discussion (the principle of subjectivity), adherence to “rules

of the game” adopted by the virtual community (e.g. moderate moderation of opinions), and discussion of politically important topics. Of course, the question arises as to what the political criteria are, the solution of which is vague and requires a separate analysis. One of the most common criteria is the struggle for power, while in the blogosphere the struggle for symbolic power goes.

It should be noted that by political blog we mean a type of web blog, i.e. one of the types of social media. It contains constantly updated texts, photos, videos, arranged in reverse chronological order, and the author (s) specializes in covering political topics related to domestic (local, federal) and foreign policy (political bloggers).

The blogosphere is understood as a collection of blogs on the Internet, respectively, the political blogosphere is a collection of political blogs. And blogging is the process of creating a blog, running it (filling it with content) and promoting it on a regular basis.

A political blog cannot exist without a symbolic game, without a struggle for the symbolic superiority of expressing reality in one way or another. The answers to the question of what the political blogosphere is and what forms it takes in politics vary. D. S. Martyanov sees the Internet as a socio-political institution and the blogosphere as its own segment. In this context, he analyzes the interaction of the blogosphere with traditional political actors, in the process of which the scientist defines the blogosphere as an “unconventional” actor.

The establishment of the institutional nature of the Internet and the blogosphere as a new institution allows, at first glance, to consider them as elements of a political system. However, this approach is not realistic at the current stage of development of the blogosphere. During the ten years of existence of political blogs in Uzbekistan, stable, clear forms of their interaction with political institutions have not developed.

The political blogosphere is understood as a special two-tier discursive field for us. Agents of this space carry out specific activities, as a result of which discourses are formed as methods of reporting events, conveying information, on the basis of which positions and opinions are formed in the mass communicative space. As a result, there is a competitive struggle between different perspectives and approaches to understanding reality.

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