



Opportunities to Study and Modify the Experience of Foreign Internet Promotion

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ABSTRACT

This article talks about the possibilities of studying and modifying the experience of foreign internet promotion. The article focuses on the analysis of the most effective methods of the spiritual promotion process tested in the world experience. Propaganda focuses on the analysis of approaches to the use of various sources to achieve success in the process of dissemination of information. World experience related to the propaganda process, its application and types are classified in various aspects of society's life.

Keywords:

internet, learning, education, students, marketing, propaganda, modification.

Introduction. As long as life is developing and changing, the need for national ideology will increase. This will further strengthen the fighting spirit of the national spirit, open new avenues of the ideological processes that are rapidly taking place inside and outside of our country, encourage all kinds of creative spirits, as well as prevent the aggression of destructive spirits in time, ensure the continuity of education of the youth in the spirit of the national spirit, theoretically and It requires expanding from a practical point of view.

By the end of the 20th century - the beginning of the 21st century, in the lives of all the peoples of the world, the disintegration of large empires, the arrival of national independent states on the stage of history, the transition of society from autocratic to democratic management, the strengthening of the protection of human rights and interests, the rapid formation of democratic thinking in people's minds, rapid progress of globalization processes, nanotechnologies

Unprecedented changes have taken place, such as the rapid introduction into the production process, the increasingly popular nature of ensuring environmental safety, the use of incredible technologies for the protection of human health. Such changes taking place in the society put the issue of deep study of the dialectic of the material and spiritual production process on the agenda. To find a solution to this problem, it is necessary to look at the historical roots and philosophical foundations of the ideological and ideological processes taking place in the world, to find out their original goals and accordingly, to conduct a rational ideological and ideological policy in our country.

Although the formation of the propaganda process has a long historical development, the analysis of its theoretical and practical aspects, attention to its use in various modern tools began mainly at the beginning of the 20th century.

The head of our state, Sh.M.Mirziyoev, in his work entitled "New Uzbekistan Strategy", as

a task in the propaganda process, stated that "the need to strengthen the sense of belonging to the reforms implemented in the hearts of the people of our country, first of all, in the hearts of the youth, and to further increase the effectiveness of spiritual and educational work in this direction is becoming a demand of the times." focuses on the proved goal of reforms in this regard.

American theoreticians-propagandists Garth S. In their book, *Propaganda and Persuasion*, Jowett and Victoria Donnell define propaganda as "a deliberate, systematic attempt to achieve the propagandist's desired intent, to shape feelings, manipulate perceptions and direct behavior in order to elicit a response."

According to another American political scientist, "propaganda in the broadest sense is a technique of influencing human behavior by manipulating representations. These images can be verbal, written, pictorial or musical.

In the modern world, special attention is paid to the issue of propaganda. In particular, in Russia, the production of propaganda materials and their distribution in the form of texts, video and audio materials through various mass media are widely developed. Due to the globalization of the information space, the process of propaganda through the Internet, social networks, and satellites is intensifying.

Experimental studies show that different sources are important for success in propaganda, that is, in the process of information dissemination.

a) Several sources are more reliable than one, especially if these sources provide different arguments to support the same conclusion;

b) receiving the same or similar message from different sources is more reliable;

c) People perceive information from different sources as possibly based on different perspectives and therefore worthy of consideration.

The number and scope of sources are also important in the promotion process. First of all, it is the approval of a large number of users leads to a significant increase in the confidence of consumers, their confidence in the reliability of information. At the same time, few people think about the credibility of those who

expressed such consent. Second, when the consumer's interest is low, the credibility of the message depends not on the quality, but on the number of arguments in its defense.

In the process of propaganda, the views of others on a certain event are important, especially if the message comes from a source with the same characteristics as the receiver.

a) Messages from groups to which the recipient belongs are considered reliable. The same principle holds true if the source is considered similar to the receiver. If the propaganda channel belongs to (or pretends to belong to) a group that identifies the recipient, then the channel's information is more likely to be taken as credible;

b) trust can also be social; that is, people are more likely to accept a source of information as credible if others believe it to be so.

This effect is even stronger when there is insufficient information to judge the credibility of the source;

c) when the amount of information is small, the recipients favor expert opinions, but when there is a lot of information, they look more favorably on the opinions and information provided by other users.

g) In online forums, offensive comments against opponents' experience, knowledge, or credibility discredit their credibility and make readers less likely to act on the information they read.

The extent of the problem in the scientific-analytical literature is that when the distributed information is of equal strength, the information obtained in a larger volume and from different sources is more reliable. So there is quality in quantity itself.

First, a large number of messages can attract attention, as well as expand the reach of a potential audience and suppress competing messages.

Second, a large number of messages can overwhelm competing messages with a flood of criticism.

Third, multiple distribution channels increase the likelihood that messages will be received by target audiences.

Fourth, receiving a message in different ways and from different sources increases the credibility of the message.

The world experience of propaganda shows that the propaganda process in countries such as USA, France, Germany and Russia is operational, continuous and cyclical.

In most cases, since the main purpose of propaganda tools is not focused on covering objective reality, fact-checking and opinion confirmation will not be the main issue for their propagandists. In other words, they promote the interpretation of events that best serves to support themes and achieve their goals. Such an approach requires promptness from the propagandist.

Usually, information, messages, impressions received from one source are very stable. In general, information that is seen and heard over and over again leads to acceptance of the following information:

a) Continuous acceptance of the statement increases the possibility of accepting it as true;

b) this "illusory reality effect" is well studied.

People are more likely to accept a message as true if they have heard it before than if it is completely new;

c) when people become less interested in a topic, they take familiarity as a sign of the truth of the information as a result of repetition.

g) when processing information, consumers can save time and effort by trusting what they have heard more often;

d) even if there are funny stories and urban legends, those who hear them many times believe them;

e) if a person is already familiar with this or that statement or argument (already seen), he takes this information less critically and often cannot distinguish weak arguments from strong ones.

World experience related to the propaganda process allows us to classify its application and types in various aspects of public life as follows:

1. Political propaganda. Includes all types of propaganda aimed at gaining or establishing and maintaining power. It was manifested not only in the confrontation between competing

parties, but also in the form of patriotism, nationalism and civil obedience, which form the basis of political power.

Flags, victories, anthems are tools of political propaganda aimed at strengthening political power and ensuring its security. Political figures such as Julius Caesar, Napoleon and Hitler were prominent practitioners of these methods.

2. Economic promotion. This includes all forms of persuasion in the sale and purchase and storage of goods, raw materials, fuel, land, money, shares. This is the economic equivalent of political image, which has become the psychological will of the economy - to create an atmosphere of trust and secrecy.

3. Military propaganda. As a special form of information influence, seeking to expose the enemies during the war, to inspire the victory of one's own people, the army and the allies. This includes leaflets calling for armed raids and leaflets calling for surrender.

4. Diplomatic propaganda. This type of information influence is usually used to create bias or hostility towards a potential ally or potential adversary. Bismarck's use of the same document in order to create a negative attitude towards the war in the French people and a militant mood among his people can be considered as a classic example of such propaganda

5. Didactic propaganda. It teaches the population the principles of coexistence: dealing with bugs and diseases, dirt and disorder, antisocial bad habits, and solving the problem of overpopulation. Today's complex society, aware of dangerous trends in the environment, is increasingly turning to such propaganda. It has considerable power and is accepted even in non-totalitarian states, as a means of further development and strengthening of society, as well as a means of possible change.

6. Ideological propaganda. Spreading the whole system of ideas is related to the conversion of religion. This often means emotionally restructuring the human mind. Practitioners of such propaganda are prophets, religious leaders, religious workers and missionaries.

7. Avoiding propaganda. It can be considered a form of political propaganda, but it has its own distinct characteristics. He sometimes misbehaves, using the media as entertainment to get a deal. For example, circuses in Ancient Rome, spectacles, spectacles of all kinds that had a calming effect on the masses served to passively accept any ideas or turn the populace against a certain direction. In other words, it differs in that it aims to divert the main focus of the population from the painful point of their society.

Naturally, each of the listed directions of the influence of propaganda is determined not only by the specific characteristics of the field. Propaganda can be integrative in nature. In the first case, the goal is to try to focus people's attention on certain problems, usually manifests itself in rapid and clearly marked changes.

In the second case, the effect has an integrative character, the final result of which is the formation of a passive approach that is acceptable for control tasks. It is clear that integrated propaganda is much more subtle and complex and is not just propaganda, but also a phenomenon. He seeks not to temporarily influence a person, but to completely rebuild him from the inside according to his will.

In this case, propaganda is fast and effective influence, while integrative propaganda works slowly and imperceptibly. The socially active stratum of the population, intellectuals, were more inclined to the integration campaign than the peasants. Thus, it is possible to conclude about the presence of propaganda in various spheres of social reality and as a result, its interaction with social institutions that regulate these spheres.

In this regard, let's turn to the concept of information exchange of interacting systems and subsystems of the American scientist T.Parsons. The main idea of T.Parsons is that the most important social process is the process of information movement. The process of information transfer is directly related to the social development of society and its stability.

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