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Social Communicative Features of the Internet Network

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ABSTRACT

This article covers the fact that the Internet network is an effective tool for human communication, which causes the intensity of human activity. It is also revealed that the increase in the number of users of information published on the Internet in all countries of the world and the sharp increase in the social need for internet sites has caused the virtual information space.

Keywords:

Human communication, Internet

In the context of globalization, the Internet network remains one of the main tools in the formation of social, economic views in society, in which they directly influence the development process. The growth of the global Internet network, its coverage of all spheres of human activity and its transformation into a global network became the basis for recognizing this sphere as the main means of information exchange in the 21st century. From the sociological theorists E.Giddens noted, "as a result of globalization, a new order of information preparation, distribution, reception, use was formed in the world" [1].

The fact that the Internet network is an effective tool for human communication has caused the intensity of its human activity, has led to an increase in the number of users of information published on the Internet in all countries of the world and a sharp increase in the social, economic need for Internet sites, has led to the recognition. Therefore, in the global network, the number of sites that contain

information of different types, that is, social, economic, political content, is increasing. It should be noted that on these sites there is a complex of information necessary for the activity of a person, ensuring the growth of his scientific, professional, social interests. The set of information that forms the political, moral, spiritual culture of the person living during the new stage of development is also reflected on the Internet sites. A collection of information that encourages the socialization of representatives of the younger generation in the conditions of development of civil society, that is, a set of information that motivates them to have independent knowledge in certain disciplines, to organize recreation, independent social life, to solve problems of social content, is placed on sites on the Internet.

In the conditions of a new stage of development, as a result of the rapid development of the global Internet network, there is a process of grouping the content of information placed in it in different directions.

Information on the activities of young people on the Global Internet, that is, describing the current social life, including interest in their participation in secondary schools, vocational colleges, higher educational institutions, resorts, sports competitions, was formed as visiting sites of young people. The emergence of the term "youth sites" is directly related to the process of entering into the globalisation process of the world's leading countries, the deepening of state relations in social, economic development, the formation of various international associations, unions, organizations. In particular, on the Internet sites belonging to the Russian Federation, the "youth site" is used mainly in relation to sites that contain interesting information about young people, clips, entertainment information, sports competitions, as a result of which it aims to meet their spiritual needs, spend their free time with meaning, visiting representatives of young people from different social strata, certain classes in society.

In particular, the sociologist I.V.Jilavskaya argues that youth sites are a site that includes a range of media that provides information about young people[2]. The concept of "youth sites" also covers sites in the national segment in the areas of education, entertainment, trade, sports and culture.

The fact that the main users of the information placed on the Internet are young people, the rapid communication opportunities provided by the Internet system lead to the rapid development of youth sites. Such communicative opportunities increased the confidence of young people in Internet opportunities, fulfilled the role of a quality means of communication with partners, friends, colleagues, relatives and followers of young people living in different countries. At the same time, the fact that a certain part of young people spend their time on the Internet, a complex of some negative information, contrary to the development trends of a democratic society, causes the destructive ideas to fall under the influence of existing sites. At a time when the current global and information pressure is constantly increasing, the number of Internet sites with information

that describe the activities of young people with harmful effects on the territory of some foreign countries, propagating the idea of their aggressiveness, aggression, crime, drug addiction, corruption is increasing.

The results of the sociological research conducted show that, as an important tool for ensuring sustainable development at the new stage of development of society, the youth of our country, mainly, are effectively using social networks. Therefore, it is important to analyze the content of articles published in the social networks of the global Internet system, its direction in the independent study of their essence, what social groups the society is intended for, and also to pay attention to the extent to which they are distributed.

With the intensity of the technical capabilities of social networks in the period of the development of civil society, the necessary operational opportunities for access to information contained therein, the content of Information, its distinguishing features with the possibilities of expression, its logical structure to the extent that it is able to gain the trust of users, its height attracts those who use this information.

In the conditions of the global warming process, deepening of market economy relations, the volume of information received by members of the society from Internet sites is increasing. Such a situation indicates the importance of the development of the national segment on the internet, its content enrichment, activity for further improvement, the issue of filling websites with a set of information corresponding to the content of democratic reforms carried out in our country.

The national segments in the Global Internet network can not be imagined without technical means, the process of use is the source of rational information from them. In this place, the term information technology in the global Internet network is also given a number of definitions. In particular, Internet technologies are technologies for the formation, formation and development of various information resources in the Internet, that is, sites, blogs, forums, chats, electronic libraries and encyclopedias. [3]

The concept of "technology" is Greek, and "techne" means art, skill, logos – contemplation, perception, knowledge, which, in principle, belongs to the sphere of production. Sociologist scientist E.I.Grigoreva said: "Technology is a style, form and tool of socio – cultural activity, which, along with its use in the educational process, contributes to the achievement of certain planned results in the field of education and training". [4]

The establishment of new sites in the national segment of the Global Internet network is the basis for exposing the corrupt ideas coming from foreign countries, to a certain extent, their security, goals. In today's information society, any information is spread to the world at great speed, and the irrigate with destructive ideas, thoughts of negative content can bring about certain problems in society, social disagreements. As a result of sociological study of the social causes of this problem, the factors that form them, attention is paid to the methodological foundations of the theory of information society, the main content, the processes of development are understood.

The main objective of an informed society is to ensure that the level of provision of legal and social security to each individual voluntarily, in order to have a set of information of a certain content, plays an important theoretical and practical role. From information on the history of the concept of "information society", it is known that this scientific concept was first introduced by the professor of the Tokyo Institute of Technology Y.Khayashi was brought to the subject of sociology. The main classification of this concept is reflected in official documents submitted to the Japanese government, including scientific research on the topic "Japanese information society: subject and approach". [5] In these conclusions, the development of computerization is explained by the fact that in the industries of industrialized society, the automation of production is provided an innovative level, the development of computerization helps to ensure that peoples are provided with access to scientifically based information sources. At the same time, rapid social progress in production,

in turn, affects the value of products, that is, the role of innovation, design and marketing in the value of goods is expressed. According to the author, in the new era of development, the set of innovative information, the production of products becomes the driving force of community development and continuous education.

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