

POSITIVE AND NEGATIVE ASPECTS OF ORGANIZING INTERPERSONAL COMMUNICATION ON SOCIAL NETWORKSM.**Z. Allaniyazova**

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Abstract: The Internet and mobile devices are the main means of organizing social relations in the digital age. Today, with the help of them, interpersonal communications are actively organized, which is a new form of social communication. The dominance of interpersonal communications in social networks leads to a decrease in the level of face-to-face communication between two or more people. The increase in the types of social networks (Facebook, Instagram, Telegram, Twitter, WhatsApp, etc.) and the possibility of conducting individual, group and collective communication through them gives rise to the need to create a mechanism for organizing a “digital conversation” based on moral and ethical principles. The article talks about the importance and uniqueness of communication in social networks for society and the individual, as well as the about rules for its organization.

Key concepts: social network, communication, interpersonal communication, infrastructure.

In the current situation, not only the life of an individual, but also of society, takes place in both real and virtual forms. Today, the life of every voluntarily chosen member of society takes place not in real existence, but rather in the virtual world.

For centuries, various means of subjugating, subjugating, and controlling social subjects have been used - weapons (swords, shields, bows, arrows, cannons, machine guns, assault rifles, rifles, daggers, and others). In the 21st century, they are being replaced by seemingly safe means (modern gadgets) such as the Internet and mobile devices.

In modern society, Internet communication is taking a leading place as the main type of social interaction. This communication, carried out through social networking services, is becoming increasingly popular not only among young people, but also among middle-aged and older representatives of the population.

A social network is defined as “a set of software and information services that help organize communication between users in a specific network via the Internet using various technical devices” “an interactive unit with a social and technical structure, organized online on an Internet platform, website or service, and a network of users who engage in group communication” “an Internet space that allows a person to post information about themselves, share information, photos, messages and various files with other users” [5]. This network consists of many types of services (Facebook, Instagram, Telegram, X (Twitter), WhatsApp, LinkedIn, TikTok, “VKontakte”, “Odnoklassniki”, “MySpace” and others), and Facebook, Instagram, Telegram, Twitter, WhatsApp, etc. are popular among users in Uzbekistan. According to the results of monitoring and surveys, young people actively use Facebook, Instagram, Telegram, and WhatsApp, while the middle-aged and older population actively uses the services of the Telegram messenger.

Communication, which is “a special form of communication based on the interaction of individuals through the exchange of specific (text, graphic symbols) and multimedia (video, photo, picture, animation, and music) messages in real time via the Internet”, is organized using modern messengers.[1]

This new form of communication, like all communication processes between individuals, requires adherence to certain ethical rules. A set of rules and norms of conduct that serve as a moral standard in conversations between individuals in an online environment is called “network etiquette.” Network etiquette “implies compliance with the rules of courtesy, mutual respect, confidentiality and security when using the Internet and social networks (respect for the privacy of others, compliance with copyright, data security and confidentiality, proper use of email, social networks, forums, etc.)” [4].

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The user should not leave a request addressed to him personally unanswered, as this means that the requester's identity will be treated with respect.

When communicating via social networks, each person should establish a certain regime for themselves, it is important to determine a specific time for communication (the most effective time is from 7:00 PM to 8:30 PM; if there is no need, it is advisable not to communicate after 9:00 PM); therefore, disorderly communication on the network leads to a waste of time, which is not productive and effective in professional activities, everyday life, especially work and leisure.

Vulgar in comments (used in swearing, humiliation, insults)

and it is important not to use slang words, Internet terms.

There is an excess of useless information on social networks; each user who wants to get acquainted with them spends his time getting acquainted with useless information; as a result, several times more time is spent on using the Internet; this negatively affects his mood, physical and psychological health; the large volume of information received has an impact on the nervous system, leading to the emergence of irritability and aggression.

Addiction to the Internet and social networks negatively affects the harmony of a person's development; over time, they lose touch with reality; solving all problems online reduces a person's ability to engage in social relationships.

Social networks cause certain defects in a person's speech and correct writing; Possession of a "weak" speech reserve, grammatical errors in oral and written speech - all this is considered a consequence of communication on the Internet.

Getting used to checking your personal profile frequently is another serious flaw; statistics show that frequent checking of personal profiles is mainly observed in teenagers and young adults and causes psychological disorders.

Violence, abuse, the coverage or promotion of forbidden ideas, and pornography occupy a central place in social networks; despite the organization of monitoring against such negative situations or the blocking of such pages, they continue to reappear and change their direction; a virtual interlocutor is not led by any person, but it is enough for him to "get into the idea" and attract the attention of the whole world [5].

As in all types of communication, communication organized on social networks should be carried out in accordance with certain rules. The main rules are as follows:

Knowing exactly who the addressee is (the person to whom the message is sent).

Greetings are given at the beginning of a message ("Assalamu alaykum"), and greetings are returned in response ("Wa'laykum assalam").

If the message is sent to an unknown person, then it is necessary to address them as "You".

When sending to an unknown person, the applicant should identify himself and to clearly state the purpose.

When sending a message, pay attention to the fact that the thought is clear and the text is error-free (zero, any message, errors in it give information about the author's personality, education, knowledge, worldview, experience, even the level of education).

Read the message before sending, correct errors.

The message should use various symbolic symbols, in particular, smileys (English: "smiley" - a face expressing happiness), emojis (Japanese: "絵" - a picture, image; "文字" (moji) - a sign, symbol) in a targeted and appropriate way (the "language" of ideograms and emoticons), and not overuse them ("do not put them in unnecessary places: replace them with words, do not put them in the middle of the text and after each word; this situation distracts the interlocutor") [5].

As much as possible, express the idea completely, succinctly, clearly and clearly, do not "transmit" the idea in parts.

When sending messages, follow the simplest grammatical rules; use a capital letter at the beginning of the text, when expressing a new idea (after a period), and in other situations, write in lowercase; do not

write the text entirely in capital letters (“CapsLock” on social networks (the use of “capital letters” expresses a cry, a cry)” [5].

Do not distribute any personal information or photos to the public without the consent of the owner; this is punishable by law, in particular, “Everyone has the right to confidentiality of their correspondence, telephone conversations, postal, electronic and other communications. Restrictions on this right may be permitted only in accordance with the law and by court decision” (Constitution of the Republic of Uzbekistan, Article 31) []; “It is not permitted to collect, store, process, distribute or use information relating to the private life of an individual without his consent, as well as information that violates the privacy of his correspondence, telephone conversations, postal, telegraphic and other communications, except in cases established by law” (Law of the Republic of Uzbekistan “On Principles and Guarantees of Freedom of Information”, Article 13) [17]; "React correctly to the content posted on the network, do not get emotional when leaving comments, do not insult others, do not insult them, do not discredit them.

Insult, that is, deliberate insult to the honor and dignity of a person through indecency, if committed after the imposition of an administrative penalty for such actions, is punishable by a fine of up to two hundred times the basic calculation amount or by compulsory community service for up to two hundred and forty hours, or by correctional labor for up to one year;

Insulting by publication or other means of reproduction, including posting in the mass media, telecommunications networks or the Internet - shall be punishable by a fine in the amount of two hundred to four hundred times the basic calculation amount, or by compulsory community service for a term of two hundred and forty to three hundred hours, or by correctional labor for a term of one to two years.

(Criminal Code of the Republic of Uzbekistan, Article 140) [7].

Insult, that is, deliberate humiliation of a person's honor and dignity, is punishable by a fine in the amount of twenty to forty times the minimum wage (the minimum wage as of January 2024 is 92,2959 soums [6], i.e., from 18,459,000 soums to 36,918,000 soums).

(Code of Administrative Responsibility of the Republic of Uzbekistan, Article 41) [8].

Dissemination of information containing a photo and/or video image of a person's naked body and/or genitals without their consent, including through the media, telecommunications networks or the Internet, or threat of dissemination of such information, shall be punishable by a fine in the amount of four hundred to six hundred times the basic calculation amount, or by compulsory community service for up to three hundred and sixty hours, or by correctional labor for up to three years.

Those actions:

a) by a repeated or dangerous recidivist;

b) by prior agreement of a group of persons;

c) if committed against a person who is known to the perpetrator to be under the age of eighteen, shall be punished by compulsory community service for a term of three hundred and sixty to four hundred and eighty hours, or restriction of liberty for a term of one to three years, or imprisonment for a term of up to three years.

(Criminal Code of the Republic of Uzbekistan, Article 141³) [7].

Do not become familiar with information that incites religious hatred, promotes nationalism, racism, neo-Nazism, the activities of various sects, and mystical movements, and do not support (like) the opinions expressed in them, which are distributed through dubious sites, channels, and platforms on social networks.

Thus, communication on social networks, as a new infrastructure of interpersonal relationships, reflects certain aspects. Communication organized on social networks, in particular, on Facebook, Instagram, Telegram, Twitter, WhatsApp, YouTube, Odnoklassniki, TikTok, etc., which are widely used among users in Uzbekistan, must be based on certain moral and ethical requirements and social rules. Therefore, communication organized on social networks covers a large audience of users through various groups. Failure to comply with certain moral requirements and social rules on social networks can violate the moral values of the general public and harm universal human principles. Therefore, each user must ensure that communication organized on social networks is effective and useful. should be aware of moral requirements, social rules.

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