

THE IMPORTANCE OF SOCIAL NETWORKS IN THE DEVELOPMENT OF CULTURE AND ARTS

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Abstract: This article discusses the development and new ideas of media marketing in the field of culture and art.

Keywords: Audience, social networks, telegram, Instagram, culture, content, cultural heritage, museum, events, globalization, UNESCO.

The importance of social networks in the development of the culture and arts sector is incomparable. Today, social networks have become not only a means of personal communication, but also an important platform for getting acquainted with examples of culture and art, their promotion and popularization. The impact of social networks on the culture and arts sector is manifested in the following aspects: Expanding the audience: Social networks allow artists and cultural organizations to expand their audience beyond geographical boundaries. Now information about works of art and cultural events can reach people from different corners of the world. Interactive communication: Social networks create the opportunity to establish direct communication between artists and the audience. Artists can provide information about their works, study the opinions of readers and answer their questions. Promotion and marketing: Social networks are an effective tool for promoting cultural events and works of art. Artists and cultural organizations can post event announcements, post photos and videos, and run promotional campaigns on their pages. Creative collaboration: Social media helps foster collaboration between artists from different fields. Artists can exchange ideas, collaborate on projects, and generate new ideas. Cultural Heritage Preservation: Social media can play an important role in preserving and promoting cultural heritage. Museums and cultural organizations can provide information about their collections, organize virtual tours, and enhance the value of cultural heritage sites.

We can use cultural studies theories to shed light on issues such as the manifestation of culture on social media, cultural change, and the interaction of globalization and local culture. Using communication theories to shed light on issues such as information dissemination, audience communication, and influence mechanisms on social networks, using marketing theories to shed light on issues such as promotion of cultural products, branding, and audience segmentation, studying their experience by conducting interviews with artists, representatives of cultural organizations, and experts, observing the dissemination of cultural content and audience reaction, analyzing cultural content distributed on social networks to study its characteristics, themes, and impact, conducting surveys to study their cultural interests, the level of cultural content intake, and their opinions, and statistically analyzing data (number of likes, comments, shares, and subscribers) to assess the lack and impact of cultural content. Studying the experience of using cultural and art in other countries will help us analyze the situation in Uzbekistan in an international context and gain new ideas. Reading reports on social networks in the field of culture and art from international organizations such as UNESCO and the European Union Learning helps you learn more.

It is important to develop how social media can influence the culture and arts sector in the future. It would be useful to consider the potential of new technologies such as virtual reality, augmented reality,

artificial intelligence, and the potential for social media to be used in the culture and arts sector. Thus, social media is creating new opportunities for the development of the culture and arts sector. By properly utilizing these opportunities, artists and cultural organizations can expand their audience, develop creative collaboration, and contribute to the preservation of cultural heritage.

Types of social networks and what they are used for, for example;

Facebook: Wide audience, news feed, ability to create groups, events.

Instagram: Emphasis on visual content, stories, live broadcasts, hashtags.

Twitter: Short messages, fast news, discussions.

YouTube: Video content, channels, broadcasts.

TikTok: Short videos, challenges, trends.

LinkedIn: Professional connections, job search, industry news.

Each social network has its own audience and features, and effective use of them is a requirement today.

Successful examples of using social networks in the field of culture and art;

Instagram pages of famous museums (Louvre, Metropolitan Museum of Art). This way, interest in museums can be increased.

YouTube channels of theater troupes.

Facebook pages of artists.

Twitter accounts of cultural festivals.

Methods for assessing the impact of social networks on the field of culture and art:

The number of likes, comments, shares, the number of subscribers to the page, the number of visits to the site. The number of visitors to events, brand recognition, topics discussed on social networks are assessed.

Problems that social networks create in the field of culture and art:

Spread of fake information (fake news).

Violation of cultural values.

Violation of copyright of works of art.

Addiction to social networks.

Problems in using social networks in the field of culture and art in Uzbekistan

Lack of content in the Uzbek language.

Limited access to the Internet.

The spread of content that is not in line with cultural values.

All current issues can be solved as follows. Fact-checking: Involving special groups or experts to verify the accuracy of information disseminated by cultural organizations and artists. Media literacy: Increasing media literacy of the population through mass media and educational institutions, and teaching them to identify fake information. Cooperation with social networks: Cooperating with social networks to block or impose restrictions on accounts that disseminate fake information. Increasing national content: Encouraging the creation and distribution of quality content in the Uzbek language that is consistent with cultural values. Cultural censorship: Filtering or restricting content that contradicts cultural values. Parental Controls: Provide apps and tools to help parents monitor their children's use of social media. Strengthen copyright laws: Strengthen penalties for copyright infringers. Use digital watermarks: Protect copyright by digitally watermarking artwork. Partner with social media: Partner with social media to remove or restrict content that infringes copyright. Time Limits: Use apps and tools to help limit the amount of time spent on social media. Focus on real life: Focus on engaging, real-life activities such as sports, art, reading, and travel. Psychological support: Providing psychological support to people suffering from social media addiction. Supporting content creators in Uzbek: Providing financial and technical support to creators of quality content in Uzbek. Developing

Uzbek-language platforms: Developing Uzbek-language social networks and content platforms. Translation: Translating foreign content into Uzbek. Improving Internet infrastructure: Increasing access to the Internet in rural areas. Offering affordable internet tariffs: Offering affordable internet tariffs for all segments of the population. Organizing free internet points: Developing areas such as creating free internet zones in public places is important.

Social networks ensure that works of art reach a wide audience, play an important role in the preservation and popularization of cultural heritage. At the same time, social networks can lead to the commercialization of works of art, a decrease in the quality of art, increased censorship and filtering, and the spread of "fake" culture. When assessing the impact of social networks on culture and art, it is necessary to pay attention to criteria such as audience coverage, level of influence, quality indicators and social significance. In the future, it is important to conduct in-depth research in this area, find ways to use social networks wisely, enrich our culture and develop our art.

In conclusion, social networks, while creating new opportunities in the world of culture and art, also pose a number of risks. The rational use of these platforms is necessary to enrich our culture and develop our art. Therefore, a deep study of the impact of social networks on culture and art is necessary to solve the problems arising in this area and properly use the opportunities, leaving a rich cultural heritage for future generations.

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