SOCIAL NETWORKS AND ONLINE JOURNALISM. CLASSIFICATION AND AUDIENCE OF SOCIAL NETWORKS

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Annotation: This article describes information and reflections on social media and online journalism.
Key words: social network, Facebook, Twitter, Instagramm, Odnoklassniki, V Kontakte, journalist, international experience.

For the first time in the world, the concept of "social network" was introduced by sociologist James Brown in 1954, and with the development of the internet, it gained a solid place from its online platform. The social network is derived from the English word social networking service, meaning content as a network based on multi-user interactive websites, consisting solely of participants and establishing communication between them. According to the content, the social network will be two-stage: - a complex of software-hardware that establishes communication between users; - identification of common interests among users, communication between groups is carried out through the internet network.

! Social network (Eng. social networking service () is a platform, online service, or website designed to shape, reflect, and organize mutual social relationships. In addition there are two types of it, which are open and closed social networks. In open social networks, users can create their own content, establish open communication about these thoughts and attract other users to this. In this, information takes the field as a unifying force for people with different social strata and interests. As a vivid example of this Facebook.com, Instagramm.com, Odnoklassniki.ru, Vkontakte.ru, Twitter.com and others can be cited. Closed social networks basically unite people moving towards one goal, so that it is not inadvertently accessed by an outsider. In many cases, closed social networks are examples of networks created for employees of one company.

Facebook is at the same time the largest social network in the world. In 2004, Mark Zuckerberg was created by his fellow students Dustin Moskowitz and Chris Hughes. The original name was the facebook, which could only be used by Harvard students. Later, students from other higher education institutions could also pass through it. As of 2006, it is open to all users on the internet. The site has 125 billion friendship ties. Page viewing is a trillionn per year. The company's revenue is US $ 1 billion 58 million in one block. Through this site, Mark Zuckerberg became the planet's youngest billionaire at the age of 23. The site was valued at Rs 15 crore in 2016. US dollars.

Twitter (Eng. Twitter - "rat", "sell nonsense") —a system designed by users to send short messages using a web interface, SMS (up to 140 characters). One of the distinctive features of Twitter is the visibility of posted messages to everyone. These messages are called

microblogging. Despite the fact that this service is free, access to it by SMS can replenish the account of telephone companies, since SMS messages are paid through the operator's tariff. The owner of the twitter system is Twitter Inc, headquartered in San Francisco, California. Twitter Inc also has its own chapters in San Antonio (Texas state) and Bostone (Massachusetts). Today, the company has 900 employees. Twitter was created in 2006 by Jack Dorsey. Today, 500 million people have registered users in it, of which 142 million are active. 50 million users use tweeters every day. Instagram. A social network designed to exchange photos and video images. Instagram was developed in the United States in 2009 by programmers Kevin Sistr and Mike Krieger with the aim of turning their Burbn projects into mobile photography. On October 6, 2010, the app will go on sale at Apple's App Store app online store. In January 2011, hashtags are added to the app to make it easier for users and photos to find.

Instagram allows you to create square-shaped photos. From August 26, 2015, the social network made it possible to place landscape and portrait photos. The app allows you to take photos and video through iPhone, iPad and iPod Touch, Android 2.2 cell phones and manuals working on iOS 4.3. Instagram Facebook was awarded $1 billion in 2012. ga was purchased. Experts believe that in 2017, Instagram received $2.8 billion from advertising. profited. The number of registered users from the social network in 2018 is 1.1 mlrd.ga yetdi215. In January 2011, Instagram placed second in the "best mobile app" category at the TechCrunch Crunchies competition, and in June of that year, Inc Magazine added Sistrom and Krieger to their list of "30 Under 30". In September 2011, Instagram won "Best Local app" at the SF Weekly Web Awards competition. In December 2011, Apple announced Instagram as the "best app of the year for iPhone" in its competition.

In April 2012, a mobile version of the app for the Android platform was launched.

In January 2019, a photo of a chicken egg, given under the hashtag @world_record_egg, received 57.1 million rubles. Lake gathered and entered the history of the social network216.

V Kontakte is a Russian social network headquartered in St. Petersburg. The site operates in more than 90 languages. Users can open their pages, organize their groups, exchange videos, photos, tags, play browser games. VKontakte was launched on October 10, 2006 as a social network of graduates and students of Russian higher education institutions. As of August 2018, the social network had a one-day audience of 80 million.if more than one person, then now 462 million. one user is registered217. Project at first by Lev Leviev, one of the founders of the social network in 2012 Studlist.ru when buying the so-called, then the domain name vkontakte.ru deb mentioned his registration in an interview with the newspaper Izvestia218. Until October 2006, registration on the social network was closed. Its founders Pavel Durov (at the same time he was 22 years old) argue that registration should be indicated only by the original name and surname of the students. Registration becomes free at the end of October. An advertising campaign is launched to attract new users. The most active are presented with Apple: iPod video, iPod nano, iPod shuffle products. On January 3, 2018, the article editing app was launched. On April 13-14 of this year, users were launched the opportunity to check their posts for spelling errors. On April 26, a chat will be launched, which will attract up to 500 interlocutors. And on April 28, it was possible to make voice and video calls protected from mobile applications. On June 1, 2018, the content protection algorithm

under the name Nemezida was brought to the attention of users. According to it, through a special form, users can complain about non-original content.

Telegram is a crossplatform Messenger that allows you to exchange media files and data in different formats. The closed-source server part operates in the United States, Germany, Russia, the CIS countries. As of 2018, the number of active users of the service is 200 million. out of breath. According to its founder Pavel Durov, the number of Messenger users is increasing by 600 thousand people per day.

In an interview with the New York Times, Telegram founder Pavel Durov said that the idea of creating a messenger is born to him 2011, that is, when special service personnel come to his door. When he writes a letter to his brother Nicholas, he realizes that he cannot speak to him safely. On September 6, 2013, the Messenger will be launched. The service is based on MTProto record encryption technology created by Pavel Durov's brother Nikolai. On July 21, 2014, The Telegram HD app for iPhone and iPad was launched in the App Store. On January 2, 2015, an application supporting stickers appeared on Telegram, and, unlike other messengers, the use of stickers is absolutely Free. In may 2016, it was made possible to edit the data being sent. Changes can be made for 2 days after the data is sent. On November 22, 2016, a Telegraph – blog-platform was created by the producers, which allowed users to post, post articles, post photos in the form of embedded-code. On November 22 of this year, the web publishing platform will be launched. This platform allowed online journalists to write articles, reviews, include photos and videos. Telegraph is a blog-platform, Messenger and platisher hybrid that operates like the Medium platform. The ability to delete information and messages sent on January 3, 2017, to make calls by Telegram from may 15, 2017 was included. On October 11, 2017, messages sent via mesenjer were translations.telegram.org through the platform, it became possible to translate into Ukrainian, French, malay, Uzbek and other languages. On July 6, 2018, The Telegram Passport app launched. Now in the cloud storage of Telegram, personal data can be safely stored219.

Viber is a smartphone app that allows you to make voice VoIP phone calls, text, audio and video data, files and documents online. Voice calls are free. Users must enter their phone number to register. The app uses all contact numbers, first and last names on its users ' phones from the Corporation's Luxembourg-based Viber Media S.à r.l., to its server and collects all messages, information about the calls made.

The first appearance of the app was launched in December 2010 by Viber Media company with the Israeli Shabtay family (55.2% shares) and Marko (11.4 %), as well as the American company IRS West (12.5%). X for Windows and OS in 2013.Viber Desktop, an offline paid ViberOut service for areas without internet access, was launched. On January 14, 2014, Japanese electronic company Rakuten released Viber with a total of 900 million units. Bought for US dollars. From 2015, money transfers began to work through Viber through the Vestrn Union system.

WeChat (Chinese for "micro messages") is a cellular communication system designed to send text and voice, audio and video data. WeChat was launched by Chinese company Tencent in January 2011 and is supported on the iPhone, Android, BlackBerry,Windows Phone, Symbian and J2ME/S40 platforms. WeChat Facebook is integrated into social networks such as vaTencent QQ. It is possible to edit photos through filters and write tags on them, translate them from other languages. In India, WeChat is promoted through the Games site Ibibo. It is also possible to make a transfer through the WeChat Pay system of the social

network, make internal payments, sell and buy products and goods, services. All payments are made through WeChat electronic card and a bank card connected to the system. For these operations, a special QR code is used. As of 2018, WeChat can be used as an identity document to cross the Chinese border.

From May 4, 2017, the messenger's Web page was banned by Roskomnadzor. On May 11 of the same year, its status was restored again after agreeing to cooperate with the Russian government in the country220.

WhatsApp is a free platform for mobile phone platforms that allows you to exchange text, audio and video messages online. The client runs on Android, iOS, Windows Phone, Nokia Symbian, Nokia S40, KaiOS, as well as OS Windows platforms. Mesenjer WhatsApp Inc. the company was created on February 24, 2009 by Ian cumm and Brian Ecton. The company is headquartered in Mountain View, United States. As of October 2014, Facebook Inc. Company WhatsApp ni 19 crore. Bought for US dollars. As of 2016, the app is free, and in the Apple App App Store it is the most popular of the 121 countries. In 2017, WhatsApp registered more than 1 billion users**.**

WhatsApp automatically synchronizes contacts in the user's phone book. WhatsApp web view https://web.whatsapp.com located at the address. From 2015, the Reserve copy function was launched in the app. Users can store copies of their chats, photo-, video - and audio data using the Google Drive service. From November 2017, the application made it possible to delete messages in an hour and 7 minutes, and from June 2018 to create channels like Telegram messenger. Since January 21, 2019, it has been banned from sending a single message more than five times221. Since February 2019, WhatsApp has introduced an additional protection function for Apple users. Mesenjer protection can be unlocked via Touch ID or Face ID.

Interest in social networks in our country has grown sharply in 2005-2008, and after first email and chat, social networks "took"the leading place. The number of people joining Facebook alone is also steadily increasing in Uzbekistan. In 2011, the number of users increased dramatically when members under the age of 13 were also allowed to join the network.

So, how does the social network attract users?

First of all, users have access to a lot of interesting, necessary information through them, their worldview expands, they become aware of the changes that are rapidly taking place.

Secondly, they have the opportunity to find their loved ones, friends, colleagues, classmates, distant relatives from the social network.

Thirdly, each user can gain a new acquaintance from any part of the world, have like-minded people, a interlocutor within the framework of their interests. To do this, it is enough to join the groups that almost every social network offers.

Fourth, there is a wide range of opportunities for spreading the message about the activities of the organization through the social network, advertising its activities. Today, the social network for the media has become an invaluable source of information. That being said, modern social networks have several things in common:

• all social networks require the registration of users. Inside them, a mandatory email address is requested. A registration code is sent to it by the network administrator and checked. If the address is misrepresented, the user will not be able to register until they specify the actual address of the email;

access to each network is via login and password, and this causes the user to be identified in their attempt for each login.

• in addition to the list entries, the user page includes information about himself, interests.

• their popularity is growing as a result of the fact that social networks allow users from different parts of the world to unite and reconnect in their interests, worldviews, profession. At the same time, the media can also effectively use social networks to attract other journalists to its activities, expand the sphere of influence, spread its activities to the general public, form an editorial image, gather representatives corresponding to the direct media direction. So how is this done?

Step one. On the optimal social network, a group corresponding to the direction of the media that created its page can open, where it can discuss any issues related to the editorial direction. It is in the group that events, promotions can be held by the media, a sponsor and a partner can be found. To open a group, first of all, find a name for it that suits the editorial direction. This name may also be the same as the name of the media. It is advisable to do this if you find several names and put it in the discussion on the media page. The opinions expressed by your page "friends" will help you choose the best one.

Step two. The avatar of the group, that is, the image associated with its orientation. The Avatar will also appear on the home page when the list of groups is viewed by the user. In most cases, people come to an opinion about the group precisely through its avatar. To the Avatar: - logo; - photo; - text; - image can be placed.

Step three. It is advisable to include in the group, of course, brief information about the organizers of the event. The essence of the event you want to hold and its benefits can also be listed. If you need the help of volunteers in organizing it, this help should be requested precisely from the members of the group.

In most cases, in groups, only the name of the event and its purpose are written briefly. Users are not exactly motivated to participate in the event. If you want to pay for your event (for example, seminar-trainings), leave a comment on why it is not free and describe what benefits the training participant will have.

Don't forget! Various rumors spread quickly on social networks. If you want to attract more customers to the media, after posting pictures of him on your page after each event held, ask the group's ahzas to give their opinion. On the media's page on the social network, you can also conduct polls, various contests, votes. Surveys are conducted on a matter that directly depends on the editorial direction. For example, in order for the media to prepare a project in an ecological direction, it is necessary for citizens to know their attitude to the environment. To do this, a questionnaire of up to 10 Questions is compiled and placed on the media page. The resulting result allows you to visualize the objective state. Therefore, through surveys, it is achieved, first of all, to understand the needs of the audience, to create and develop communities, to increase the number of people entering the page.

Voting is the best way to get into a relationship with an audience. You ask your audience for their opinion on any issue related to the direction of the media. They give their opinion on this and the decision is made by voting. Phototank transfer. Users on social networks like to put their photos on their pages. If you make a selection, it is definitely necessary that they send their photos in your direction to your electronic address and click on the "I Like" button of the media page. The terms of the competition include the item "the photo with the most votes

wins". In order for his photo to collect more votes, the contestant will definitely send the address of the media page to his loved ones, friends and ask them to vote. Such a method allows more users to access the editorial page and, of course, becomes popular.

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