

ONLINE PUBLICATIONS INFORMATION WAR THE TOPIC IN LIGHTING GENRES AND MODERN FORMATS IMPORTANCE

Shahista Yunusaliyeva

University of Uzbekistan Independent Researcher

Abstract:

A significant share of information warfare content is attributed to all known, online publications operating on the Internet. The breadth of its capabilities compared to traditional media is precisely what makes it useful in covering information warfare processes, as evidenced by the information environment in today's globalization process. This article studies the role of genres and new formats widely used in Internet publications in covering information warfare.

Keywords: Information warfare, genre, new format, zombification.

Introduction

Internet appearance to be to people big in size information , including in the world happened happening to events entrance for example unseen opportunities gave The World Wide Web is each other with communication to do , to meet , to study , to make money work and just pleasure with " time" " transfer " opportunity gives . Own information without restrictions distribution Internet users have the opportunity by his/her the most important from the advantages is considered one .

" Non-stop " growing going websites , forums , blogs and chats together human own his/her opinion and himself expression to reach was need understanding for strong channel The World Wide Web creates intensity with development , as well as with it related technologies close in the future Internet leader public information tools instead to occupy and society all structures activity provider the most important information to the source to the cycle take arrival possible .¹

As predicted by the famous Marshall McLuhan (Canada) who lived in the last century, today, a new mass media tool like a mobile phone is putting its owners through a kind of test. It asks questions about how well you have mastered the culture, manners, and skills of greeting, talking, expressing opinions, reasoning, sending information, and arguing over the phone. The current environment of freedom of information poses an extremely important task for every member of the information society to be able to give enlightened answers to many such questions.

Indeed , political scientist Sh. Suleymanova this opinion own confirmation found , that is, the World Wide Web developed cyberculture and strong propaganda of tools whole to the arsenal has was national borders to a "virtual state" that blurs around " Zombification " - says again one scientist E. Nazarova only on television and in the " kitchen " (" on the Internet ") only " thoughts " appear it will be , wide widespread stereotype exists . This is an illusion . intentionally is saved because propaganda main from the duties one everyone his/her there is not Religious actions and political parties social consciousness change for network huge from the potential using the

¹ Suleymanova Sh.S., Nazarova E.A., Informationsionnye voyny: istoriya i sovremennost: Uchebnoe posobie. - M.: Mejdunarodnyi izdatelskiy tsentr " Ethnosotsium ", 2017. 124 p.



internet space active participation The Internet is development with information contradiction scope sharp increased . Modern in the world unwanted companies and on the forum 77 notes posted or messages flash mobs using one how many hour inside whole country along "spreads."² That 's why information wars during information to the advantage achieve important importance This is " the enemy's" this done to increase road without putting , situation about permanent information flow to collect , to recollect work and distribution " ability " ³is defined as Now information the war Transferring is easier than ever It happened . The reason network along quickly spreading negative and anonymous the message uncontrolled placement possible . Traditional public information always in the tools slander the author of the material determination and in court denial to take through announcement made of information lies proof possible was . On the Internet such the work to do possible it won't be possible or process disproportionate time takes , this and information in the war to the enemy benefit brings . is known that many subjects for the Internet since ancient times information the only way to get become came , that's why for any information war organizers such strong from the tool passing by will not go and from it own goals for wide uses . From this besides the internet one row to oneself typical features him/her information war organization speakers for convenience gives .

To them the following includes :

Anonymity . The Internet creates virtual characters. to create opportunity gives them imaginary character , history and external appearance gives . Viewers artificial accordingly created pseudoreal , supposedly anonymous not been characters very realistic and in fact They know that it exists . pseudoreal character mask operating under , imaginary but believable to the legend has was propagandist his/her own propaganda activity with simple in people bigger confidence awakening possible ;

Many vector effect . Just like this thesis , concept or idea one of time in itself all kind of websites , forums , blogs , social networks and guests in his books distribution possible . Different in sources one kind the message studying people either this of information naturalness and to clarity more convincing yes , on various internet resources ideas distribution propaganda for big importance has .

On the forum unclear citizens to the comments very believing It won't be . With that together , different to companies relevant large on web resources news and material of lighting impartiality doubt to give birth possible .

Accordingly , one of time in itself all in directions take to go propaganda more efficient is : high traffic jam websites , forums , social networks , blogs , web pages to messages comments through of inspection absence ;

The Internet, including all kind of social networks , really wrong information is a treasure ; This is probably in society . him/her distribution the most important is the way . On the Internet many of texts insecurity and incorrectness experts far away stretched conclusions to release forced does .

Famous German media expert Norbert Bolz opinion : " On the Internet to knowledge confidence problem whole sharpness with appearance As a result , our culture really far from time since

² Osha source

³Informational story. Chapter 13. Posledstvyia informatsionnoy voyny uRI <http://bookap.info/psywar/infowar/gl25.shtm> .



give up yesterday . Today to the internet everyone who enters person information of anarchy at the mercy of exposed will be , then control to do possibility no - this on the ground useful knowledge and paranoia walking side by side , in peace lives ."⁴

On forums , websites and on blogs in the comments lively communication of facts dry presentation or on websites news tapes reading not , maybe necessary public his/her opinion in formation important role plays . This view From a distance , the Internet is huge. city to the market It seems like everyone there desired visit to the ordering party to approach and talk possible . Real people with hot debate or communication Internet user worldview the text quietly from thinking according to stronger impact This view from the perspective of , on the Internet information the war take on the way personally persuasion ability , psychology good knowledge, manipulation technologies and each person individual work with ability separately place holds ; Multimedia. The Internet such quality information war media opportunities of the subjects increase opportunity This gives goals video for more wide is spreading because , firstly , with video supported information heard or printed from data according to to the person stronger impact does . From this except this further reliable : person of the event to the witness turns , it himself/herself sees . On the Internet videos often poor quality , incomprehensible and without explanation in fact what what is happening understanding difficult . Here everyone something explanation for voiced comment need . From now on except for documentary not , but staged of videos many examples available . And only expert the difference define gets . Consequently , information the wars consequences exactly armed wars results global like and far term to be possible . Information in the field contradiction military in history such as whole and logical description opportunity giving universal methods absence armed wars in describing currently information to the flow chaos element introduces and often information attacks against to fight adequate methods working on the way out barrier become service does . Our idea practical confirmation in the internet media as genres classification , periodic publications genres according to expert A.Tertychnyy their views to bring appropriate . He wrote in his book "Internet Media" genre formation " features " in the article following the facts record "Internet in the media " genres development according to two point of view look available . First point of view to look at according to Internet journalism initially traditional from genres used ."⁵ His believes that the internet is the first form of media during they initially traditional publications online appearance as to the surface arrived and genres are the same traditional ones such as was .

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⁴ Boltz N. Alphabet media. M.: Europe, 2011. 136 p. 2. Brusnitsyn N.A. Information security and security. M.: Vita-Press, 2001. 280 p.

⁵ Tertychnyy A. Osobennosti janroobrazovaniya v Internet-SMI // NAUCHNYE VEDOMOSTI. Series Humanities. 2013. No. 6 (149). Vypusk 17. -S.172

