

THE IMPACT OF SOCIAL MEDIA ON MODERN COMMUNICATION

Samiyeva Feruza

The student of Asia international University

<https://doi.org/10.5281/zenodo.13853710>

Abstract. The word of “social media” is, in many procedures, a deceptive form of shorthand. The technology itself is not immanently social in the way that term might be understood. To some degree, it is a device or a moderate by which people may communicate with each other without surely being present. It is also commonly an individual medium, as transmit television or radio are one-to-many, while the phone is an individual medium. This consumption of the word “social media” is based on progress with some input by marketers who locate it is beneficial in and out of business areas, public marketplaces, and governmental arenas. Until now, the term stay behind most precise for the aid of discussion throughout work procedures.

Keywords: Social media, broadcast television, radio, political messages, commercial spaces, political arenas, pushing products, World Wide Web, Evolution of Communication Technologies, entity communication, electronic mail, microphones and loudspeakers, computer-mediated distance, Alexander Bell's invention, Changes in communication dynamics, physical segregation of individual, consequences of obliteration of rule norms and behavior, Speed and Reach of communication, conducted by Burke, Marlow, Lento, lynchpin, Effects on Interpersonal communication, Relationship building, life of acquaintances.

ВЛИЯНИЕ СОЦИАЛЬНЫХ СЕТЕЙ НА СОВРЕМЕННУЮ КОММУНИКАЦИЮ

Аннотация. Слово «социальные сети» во многих процедурах является обманчивой формой стенографии. Сама технология не является имманентно социальной в том смысле, в котором этот термин может быть понят. В некоторой степени это устройство или средство, с помощью которого люди могут общаться друг с другом, не присутствуя при этом. Это также обычно индивидуальное средство, как телевидение или радио, которые являются индивидуальными, в то время как телефон является индивидуальным средством. Такое использование слова «социальные сети» основано на прогрессе с некоторым вкладом маркетологов, которые считают его полезным в деловых областях, на публичных рынках и на правительственных аренах. До сих пор этот термин оставался наиболее точным для помощи в обсуждении рабочих процедур.

Ключевые слова: Социальные медиа, вещательное телевидение, радио, политические сообщения, коммерческие пространства, политические арены, продвижение продуктов, Всемирная паутина, эволюция коммуникационных технологий, коммуникация сущностей, электронная почта, микрофоны и громкоговорители, компьютерно-опосредованное расстояние, изобретение Александра Белла, изменения в динамике коммуникации, физическая сегрегация личности, последствия уничтожения правил, норм и поведения, скорость и охват коммуникации, проведенные Берком, Марлоу, Ленто, краеугольный камень, влияние на межличностное общение, построение отношений, жизнь знакомых.

Introduction

It is vital to comprehend what the theory of “communications technology” incorporates. The word “connections” rather than “data” has been willfully utilized in an effort to capture attention in the direction of procedures rather than an individual “communication” itself. Statistic movements exist to recognizable amount in the raw sense, but a far more crucial subject is the human communication procedure. Modern technologies of communication are recognizable as the website, the web, computer-mediated distance processing, electronic mail, microphones and loudspeakers, telephone switching, individualized address network, print and the mail. These are pivotal past and progressing communications networks. Even the evolution of the courier dove and the system of sea shootings utilized during the dark ages are recognized connections in the progress of modern communication technologies. The cell phone, commonly known as Alexander Bell’s invention, did without doubt manifest many features of an essential communications technology at the turn of the century, as have many other technologies about for hundred years.

Changes in Communication Dynamics

The effect of social media on modern communication is irrepressible. It has influenced people of middle and older ages, and the swiftly enlarging utilization outcomes in its instantaneous assimilation of youth. Teens established and preserve distinctive and general organizations and connections and transmit data organized for agreement and approval by others through social media platforms like Face book. Investigation notifies that 96% of college students function on social media platforms basically for performance, interconnection, and association. With such magnificent numbers, it is quite ambiguous whether there will be honor for regulations and restrictions designed for conformity of manners throughout physical segregation of individuals, which information technologies cannot control. On the organizational front, college student imagine about the remarkable prejudice of a Face book profile approach by officials of the admittance procedure while initiating long-time college selections and also presume that poor descriptions could lead to non-acceptance. The influences of social media is remarkable. Social media has notably altered the communication dynamics of individuals. Technological progress and exponential development in consumption have prompt to social media becoming a modern platform for reflective problem-solving.

Speed and Reach of communication

Speed of communication is censorious integral around the world. Research show that, it was discovered that 58% of American usage from social media on a constant base for news, weather, and upgrades. The speed at which they can submit a vast and sometimes common spectators is dissimilar to anything that has ever been obtainable. With millions of followers at their fingertips, celebrities, legislators, businesses and others are capable to get an spectators the size of which would have appeared completely laughable even 20 years ago. Twitter has been the predominant communication equipment for individual as different as movie stars to earth superior, spreading our speedy messages under 20 personalities to millions of consumers. Not only is the speed at which news and other stories can be obtained significant that the messages lay out a beneficial one. In experiment managed by Burke, and Lento, they set up a link between the usage of widely shared words as a lynchpin to Twitter popularity. This demonstrates that impact

is about forging a meaningful relation with assistants irrespective of who they are. Supply regularly helpful by the tweeter's audience is the strongest guide of traditional authority.

Relationship Building

Social media allows people to share a wide range of data about themselves, and others are supplied with access to this information. It is attainable to get to know people on the base of their stated likes or dislikes, to follow them as they journey to diverse nature around the world by checking in online, or to communicate throughout emails or chat boxes and illustrate how one feels at all times by utilizing emoticons. This generates the intuition that the social media user is very close to contacts with whom he or she is communicating, whether they live near or far from the user, and can also 'maintain' a deep, strong friendships. What is becoming visible, however, is that instead of connecting us together, social media is creating a more individualistic society.

Social media platforms have mature regularly over the years and have become the most crucial modality for people to communicate, express opinions, and share ideas among each other, globally. It has strained the world to come closer and impact the procedure of globalization. It has revolutionized the way people work, think and communicate, and has redefined the process of creating societies that are contemporary and practical. While the debate rages on about some of the invasive features of its impact and effect, social media continues to rise in strength, size and importance. In the future, social media modality will further enhance the interacting, connected, creative, and experimental society, from a business standpoint, markets will grow further submit a level that is sincerely global, not affected by any barriers of public or governmental sections. And its modality of demonstrating creativity and thinking should be encouraged, but should be self-controlled only if detrimental.

REFERENCES

1. Aarts, Bas. 2004. "Conceptions of Gradience in the History of Linguistics." *Language Sciences* 26: 343-389.
2. Gil, David. 2000. "Syntactic Categories, Cross-Linguistic Variation and Universal Grammar." In *Approaches to the Typology of Word Classes*, edited by Petra M.
3. Aarts, Bas. 2006. "Conceptions of Categorization in the History of Linguistics." *Language Sciences* 28: 361-385.
4. Haspelmath, Martin. 2011. "The Indeterminacy of Word Segmentation and the Nature of Morphology and Syntax." *Folia Linguistica* 45: 31-80.
5. Ўринбоев Б., Қурбонов Т. Ўзбек тилшунослиги тарихи. - Самарқанд, 2006.
6. Haspelmath, Martin. 2012. "How to Compare Major Word-Classes across the World's Languages." *UCLA Working Papers in Linguistics* 17: 109-130.
7. Huddleston, Rodney D., and Geoffrey K. Pullum. 2002. *The Cambridge Grammar of the English Language*. Cambridge: Cambridge University Press.
8. Алимова К. Х. Язык - величайшее достояние и неотъемлемая принадлежность нации. *Cyberleninka.ru*. <https://cyberleninka.ru/article/n/yazyk-velichayshee-dostoyanie-i-neotemlemaya-prinadlezhnost-natsii/viewer> 2019

9. Rizokulovna, N. D. (2024). "The Genesis of Parts Of Speech: Evolution and Development of Parts of Speech in English, Russian, and Uzbek Languages". EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 4(9), 154–158.
10. Rizoqulovna, N. D. . (2024). "Game on: Enhancing Language Learning Through Board Games in Esl Classes". EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 4(3), 228–233.
11. Rizoqulovna, N. D. (2023). USING DIDACTICAL GAMES IN SPEAKING LESSONS.
12. Nosirova, D. (2023). USING DIGITAL TOOLS TO LEARN ENGLISH. Modern Science and Research, 2(12), 813–818.
13. Nosirova, D. (2024). LEARNING ENGLISH USING COMPUTER TECHNOLOGY.
14. Nosirova, D. . (2024). EVALUATION IN ENGLISH LANGUAGE INSTRUCTION: A THOROUGH EXAMINATION. Modern Science and Research, 3(1), 497–503.
15. Dilnoza Rizoqulovna, N. (2023). Assessment in English Language Teaching: A Comprehensive Analysis. American Journal of Language, Literacy and Learning in STEM Education (2993-2769), 1(10), 660–665.
16. Nosirova, D. (2023). HARNESSING DIGITAL TOOLS FOR ENGLISH LANGUAGE LEARNING. Modern Science and Research, 2(10), 39–44.
17. Nosirova, D. (2023). USING DIDACTICAL GAMES IN SPEAKING LESSONS. MODERN SCIENCE AND RESEARCH, 2(10), 706–709.
18. Rizoqulovna, N. D. (2023). LEARNING ENGLISH AS A SECOND LANGUAGE: CHALLENGES AND STRATEGIES.
19. Nosirova, D. (2023). SECOND LANGUAGE ACQUISITION AND THE ROLE OF DIDACTIC GAMES IN SLA. Modern Science and Research, 2(5), 1143–1145.
20. Nosirova, D. (2023). LEARNING ENGLISH AS A SECOND LANGUAGE: CHALLENGES AND STRATEGIES. Modern Science and Research, 2(9), 165–170.
21. Носирова, Д. Р. (2023). ИЗУЧЕНИЕ ИНОСТРАННОГО ЯЗЫКА И РОЛЬ ДИДАКТИЧЕСКИХ ИГР В ИЗУЧЕНИИ ИНОСТРАННОГО ЯЗЫКА. Educational Research in Universal Sciences, 2(4), 256-260.
22. Носирова, Д. Р. (2023). ТИПОЛОГИЧЕСКАЯ ХАРАКТЕРИСТИКА ЧАСТЕЙ РЕЧИ РУССКОГО, УЗБЕКСКОГО И АНГЛИЙСКОГО ЯЗЫКОВ И МЕТОДИКА ИХ ОБУЧЕНИЯ В НАЧАЛЬНЫХ КЛАССАХ. PEDAGOGS jurnali, 1(1), 87-87.
23. Носирова, Д. Р. (2022). ТВОРЧЕСКИЕ СПОСОБЫ ОБУЧЕНИЯ ЧАСТЯМ РЕЧИ НА УРОКАХ РУССКОГО ЯЗЫКА В НАЧАЛЬНЫХ КЛАССАХ. PEDAGOGS jurnali, 1(1), 66-68.
24. Nosirova, D. (2023). TYPOLOGICAL CHARACTERISTICS OF THE PARTS OF SPEECH OF THE RUSSIAN, UZBEK, AND ENGLISH LANGUAGES AND THEIR TEACHING METHODS IN PRIMARY EDUCATION. Modern Science and Research, 2(4), 564–567.
25. Nosirova, D. (2023). LEARNING GRAMMAR THROUGH CONTEXT: ENHANCING LANGUAGE PROFICIENCY. Modern Science and Research, 2(7), 349–351.
26. Nosirova, D. (2023). TYPOLOGICAL CHARACTERISTICS OF THE PARTS OF SPEECH OF THE RUSSIAN, UZBEK, AND ENGLISH LANGUAGES AND THEIR

TEACHING METHODS IN PRIMARY EDUCATION. Modern Science and Research,
2(4), 564-567.