

SOCIAL FOUNDATIONS OF THE FORMATION OF YOUTH RELATIONSHIPS IN VIRTUAL NETWORKS

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Annotation: Information is the foundation of any media tool and plays a crucial role in shaping public consciousness and creating social stereotypes. Today, the most widespread form of mass communication is social networks. It is in these networks that young people's attitudes and relationships are formed, and this process is closely related to various psychological, social, and cultural factors. The article analyzes the formation of youth relations in virtual networks, the social basis of this process, and the influencing factors.

Keywords: social network, youth, relations, virtual space, public opinion, information.

Introduction. The basis of any media is information. The information function is to provide the mass audience, viewer and reader with up-to-date information about various areas of activity: scientific, technical, business, political, medical, legal, etc. A large amount of information increases the creative potential of people and expands their cognitive capabilities. Having the necessary information saves time, increases motivation for joint actions and allows you to predict your own actions. In this sense, this function helps to optimize the activities of the individual and society.

Mass communication influences the organization of the social consciousness of a group and an individual, the creation of social stereotypes, and the formation of public opinion. This allows for the manipulation and control of public consciousness, in fact, the implementation of the function of social control.

Public opinion largely determines the life of society and directs the activities of certain social institutions, including the media. Since the media try to cover important issues that are relevant to society and try to consider them in many ways from the perspective of public opinion, it can be concluded that public opinion can also determine the activities of the media. However, public opinion itself is also formed under the influence of various factors, in particular, due to the establishment of ideology and propaganda, which the media can also do.[1] In the current information age, the most widespread form of media among young people is social networks.

Literature review. In social networks, individual communication has become truly mass. In other words, the prediction of the famous scientist E. Toffler that in the information age all production, including information media, will move from massification to de-massification, that is, towards individualization, is being proven[2]. With such features, mass communication is becoming a distinctive feature of modern civilization.

Current in our time of the youth to his/her spirit, attitude, worldview, most fast impact to do source social networks become Chingiz Aitmatov said this about it: says : "The camel's skin human per head to put on condition not now happened to be wars battle in the field no, maybe

ideology at the landfill face gives."

The formation of youth attitudes on social media platforms, online communities, and virtual spaces is a complex process shaped by a variety of psychological, social, and cultural factors. Virtual networks offer young people a dynamic environment to develop and express their attitudes on topics such as politics, identity, social norms, and lifestyles.

Research methodology. The article analyzes the main social factors that shape young people's relationships in social networks. The analysis was conducted based on theoretical sources, behavioral indicators in social networks, and practical observations. The study used the theory of social exchange as the main methodological basis.

Analysis and results. Social networks are a rapidly developing social institution that has a significant impact on the formation of public opinion, as well as on the processes of socialization of various groups of young people under the age of 34.

For our youth and future generations, who do not yet know the black and whites of life well and have little life experience, social networks on the Internet have become a source of spiritual threats. Social networks have created many spiritual threats that harm the future development of our youth. Among them :

- Holy our religion mask so that their malicious to their goals achieve on the way internet system social from the network using illegal currents number increasingly progress as a result our youth unknowingly to them joined remains.
- Various acquaintance pages and social on the networks Uzbek of the people culture, spirituality and enlightenment threat to put lewd and pornographic in content of materials increase as a result our youth in the eyes of family holy school that is being forgotten.
- « Public culture » promoters internet system social network from the possibilities using their own inhuman to their goals is being achieved [3].

The online environment can even have a certain impact on the mental health of young people. Young people addicted to the Internet world are falling under the influence of a "virtual drug". This addiction is manifested in an obsessive desire to endlessly continue online communication. For young people with access to the Internet, the virtual environment is sometimes more suitable than the real world.

In our opinion, all this is due to the fact that young people spend their free time on social networks. The number of young people who are so addicted to social networks that they do not even notice that they have free time is increasing. We can say that the reason for this is adults. The way parents set an example causes young people to follow different trends and their spirituality is damaged. Of course, a child is a mirror for their parents. The child will grow up to be the same person as the parents. Regarding youth, our esteemed President says: "We will continue the state policy on youth without any deviation and with determination. We will not only continue, but also, as our priority task, raise this policy to the high level required by the

times. We will mobilize all the forces and capabilities of our state and society so that our youth can develop and be happy, independent-thinking, possess high intellectual and spiritual potential, and become people who are not inferior to their peers in any field on a global scale. If necessary, we are capable of striking a sharp blow against any attempts that threaten the sovereignty and independence of our country and the peaceful and prosperous life of our people”[4].

In the digital age, young people prefer to communicate through social media rather than face-to-face. Because in online communication, young people can express whatever mood they want with emojis. This leads to a weakening of their social relationships and difficulty in communicating with friends in real life.

Social networks provide great opportunities for communication, so each of them has all the necessary resources to set communication filters and create the most comfortable image of "I" within the framework of a personal page. In other words, a social network is not a tool for building an alternative identity, but a virtualization of the individual, a kind of extension of his existence.

Conclusion. Although the Internet, that is, the entire world wide web, certainly has many benefits and facilitates the activities of a modern person, at the same time, various information and content located on the Internet, even if not consumed excessively, can have a negative impact on the psyche and health of people of all ages. The problem of forming relationships on the Internet is especially pronounced in adolescence, since at this age a person's cognitive processes and personal characteristics are actively formed. Social media plays an important role in changing our social interactions of young people. Interactions through social networks are more frequent and convenient than face-to-face communication, which affects the way young people build relationships and communicate with others. Social networks also help to form unique online identities, form online communities and groups, and influence individual thoughts and behavior.

Thus, we can conclude that the Internet, which includes millions of users, in the conditions of general computerization, acts as a factor of socialization of the individual, which has both positive and negative effects on the development of the younger generation. It affects the process of a person's assimilation of social roles, behavioral patterns, learning cultural norms and values, in which the child's closest environment practically does not have the opportunity to be educated.

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