

**THE USE OF GLOBAL POLITICAL TECHNOLOGIES ON THE INTERNET**

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**ABSTRACT**

The article highlights the process of developing of social networks as global political technologies and discloses their features with examples.

*Keywords: political technologies, social networks, electoral technologies, virtual world, "soft power", manipulative technologies.*

The current stage of development of society and statehood is inconceivable without modern Internet communication technologies. In recent years, the global Internet, in particular social networks, has begun to take a strong place in the political environment and processes, as well as in all spheres of public life.

The global development of social networks is directly related to the following factors:

First, according to the Global Digital 2019 [1] report, the total number of social network users in the world is 3.48 billion. per capita, accounting for 42% of the world's population. The growth rate was almost 9% (288 million people) compared to the previous year, and the highest figures in this regard were in North America and Western Europe. By 2020, the total number of Internet users in the country will reach more than 20 million person.

Second, it is no exaggeration to say that social networks are becoming a global political technology of influencing national, regional or international processes in most western as well as developed eastern (meaning Asian tigers) countries. Because in these countries, almost all members of the intelligentsia have begun to interact in the virtual world.

Third, the development of information technology has created the concept of “network generation” [2: 103-112], which reflects today's young generation with a high level of information literacy and active use of modern information and communication technologies in their daily lives.

The fact that these factors are being used as a means of achieving political goals on a global scale is the basis for considering it as a global political technology.

Given the communicative function of social networks, it can be observed that their audience is expanding. In particular, given the current popularity of social networks such as Facebook, Twitter, Instagram, VKontakte, Odnoklassniki in the world, the general public is likely to be exposed to various manipulation technologies in the process of receiving such a large amount of information.

According to political scientist M. Demetradze, "social networks have emerged as a new tool of influence in world politics, and in the context of growing global problems and growing international interdependence, require in-depth analysis and attention, especially their effective use in government decision-making." [3: 423].

In the words of sociologist M. Castels, “Social networks, one of the new forms of communication in the age of information society due to the globalization of the information space, are a new tool for democratizing the world community, as well as an additional mechanism to influence political processes in the country and the world. Social networks have also emerged as a new actor in the landscape of world politics”[4: 374].

In recent years, in developed (as well as some developing) countries of the world, the importance of social networks in political processes is growing, and the use of it for political purposes is almost the same. So it would not be a mistake to recognize them as a form of global political technology.

Institutions of mass democracy - elections, virtualization of the activities of the state and political parties have turned the Internet, including social networks, into a tool and platform for political struggle [5:96].

With the development of “digital diplomacy” among the subjects of international relations, the role of social networks as a global political technology has begun to be observed in the global actions of the leaders of certain countries.

It should be noted that the majority of such political leaders use Twitter or Facebook, and the term "Twitter diplomacy" or "Facebook diplomacy" has begun to be applied to these processes among the general public.

Political events and happenings in the world political arena are immediately reflected on social networks and turn into political debates. Social networks are becoming more politicized, especially as social networks have become one of the most important tools in the implementation of the foreign policy of some leading states. All political struggles of national and international importance are mainly aimed at gaining public consciousness and are taking place mainly on social networks. The role of social networks as a global political technology can be seen when politicians begin to actively use the opportunities of social networks to promote their views (goals) in the audience of certain people [6:46].

At the same time, the active influence of social networks on international political processes can be explained in connection with the phenomenon of "emotionalization of politics." According to experts, this trend is characterized by the mixing of emotional elements in the composition of rational arguments in political dialogue. In particular, the recent elections in the United States have shown that the political sentiment reflected on social media is one of the important factors that can have a serious impact on voters.

In the 2016 presidential election, Trump wrote messages on his Twitter page using various appeals in capital letters in a very impulsive manner, which gave his posts an emotional color and as a result, his messages have a “more lively” effect than other politicians who use social media. [7: 59-68].

According to experts, today Twitter is a platform of microblogs with short remarks, phrases, quick comments (comments), images or links, which are more impulsive than other social networks. According to the researchers, negative information spreads faster and more effectively than positive messages that express strong emotions such as fear, sadness through reposts on social media [8:70].

In this regard, the constant negative comments (posts) of former US President Donald Trump on Iran, Venezuela or North Korea on Twitter, of course, have an impact on the foreign policy of most countries in the direction of these countries.

Another interesting aspect of this situation is that the only negative post left by the US leader on Twitter can have a serious impact not only on interstate political relations, but also on the world economy (banking and finance, oil market, etc.).

The recent spread of fake (false) information on social networks has a serious impact not only on any social relations, but also on political processes in the international arena.

In particular, the use of such news to achieve its political goals is growing. So, in conclusion, this is another confirmation of the interpretation of social networks as a global political technology - they can be linked to the popularity of the distribution of fake news.

According to Buzz Feed News, fake news will become more widespread in the final stages of the election campaign and will have a very active impact on Facebook users.

There are growing cases when social networks are used in political processes not only for positive purposes, but also in the pursuit of their own nefarious political goals by certain destructive forces (terrorist and extremist organizations, illegal opposition, etc.).

That is, they are using it to promote and propagate their ideology through social media. In this regard, most experts say that in the future it is unlikely that social networks in the countries of the world will move to a completely virtual world of real politics. In such processes as the transition of political processes to the virtual world, it is important to increase the political awareness and culture of citizens, including the ability to select and threaten information.

Social networks themselves are an integral part of the process of globalization, and its specific aspects are currently being studied by various research centers. For example, the International Academic Society of Social Network Analysts (INSNA) was founded in 1977 in Delaware, USA, and operates as a professional non-profit association of researchers engaged in the analysis of issues related to social networks [10: 3]. .

In the case of the Asian region, Yokohama National University in Japan currently has a course called "Social Networking Globalization", which conducts research and research on many issues related to the functioning of social networks (both national and world politics).

It should be noted that today the globalization of the political-communication space is observed. The role of the information factor in solving global geopolitical tasks is growing. Social networks also serve as a tool for the implementation of one of the global political technologies "soft power".

Researcher V. Zaprygaylo considers social networks as an effective tool for mobilization in mass movements, recognizing its role as a positive "soft power" and the opportunity to bring it closer to direct democracy [11:59].

Based on the above, instead of concluding, it should be noted that social networks as an global political instrument are becoming an integral part of the geopolitical concept of “soft power” that can influence most (including important) processes in world politics.

In conclusion, it is worth noting that the use of social networks as a global political technology will continue to grow. At the same time, it is necessary to emphasize the pursuit of certain ideas and ideologies, the organization of mass protests, the implementation of mass manipulations.

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