

SOCIAL MEDIA AS A NEW FORM OF MEDIA

Vugar Rahimzadeh Ganjali¹

Abstract: The use of electronic media and social networks, whose evolving roles are felt in the context of political issues and military crises, has largely supplanted traditional media in recent years. Today, people through their computers with having access to the internet can physically influence other people. However, these people may also be very sensitive to the external influences themselves. Today, just about anyone with a social media account and an access to an incredibly large audience has the capacity to become a journalist, which might lead to the creation of a whole new form of media. In today's world, traditional means of news dissemination are undergoing displacement. Internet resources are largely exceeding even the circulation of the world's leading newspapers by the number of their users, also becoming an arena for information conflicts.

Keywords: Traditional media, social network, information, social media, internet, information conflict

Introduction

In this modern world, where global transformation and integration processes are taking place, we are facing a new stage in the development of civilization. There are emerging determinants and indicators of the new socio-economic formation that serve as a basis for the transformation of the industrial society, which is called the "information society". Information is also the key resource of the postindustrial society concept that is still relevant today. During the 20th century, the "information" phenomenon began to gain momentum as a key factor of development in many scientific fields. According to D. Bell, who was one of the founders of the concept of postindustrial society, information was defined as resource that was searched, processed and protected in the economy and society.

The rapid development of information and communication technologies, as well as the wider use of them in economy and in the life of the

¹ Doctor of Political Sciences, Professor of Baku Slavic University, vuqarrehimzade@mail.ru, ikisahil@mail.ru

community, give us reason to believe that a new concept of development of society has emerged, which is called "information society".

The information society is a postindustrial development stage of civilization that characterizes the comprehensive informatization of society and replaces the post-industrial era. In this society, the role of information as a strategic resource increases with the development of electronic mass media devices that manipulate public and public opinion.

The role of the media in disseminating information, events taking place in the country and worldwide to the public is undeniable. The media, by playing both roles as an observer and participant in complex processes, provides information to the public. The functions of mass media, which are to inform, educate and entertain, are sufficient enough to prove their role in the development of society. The mass media provides the public with information in its his own unique way. In the modern world, mass media refers to radio, television, traditional media (newspapers, magazines) and the Internet. The media is the reflection of society and ICT is becoming a tool for

869

communication between people, government agencies and society as a whole. As a reflection of our society, the media also plays a major role in the issues related to democracy, political processes, identity, as well as dealing with the problems of society and culture. In today's world, the mass media, which is often used for conveying propaganda and enlightenment messages, also plays an important role in the management of socio-political and socio-economic processes. In particular, traditional means of mass media, i.e. newspapers, magazines, etc., which maintain their special relevance in this area, play their part in shaping and managing public opinion.

The futuristic views of American sociologist A. Toffler on the establishment of the information society have not justified themselves today. Toffler argued that the media would face the process of becoming unpopular in the new society. He noted that with the advent of a new generation of media and ICT tools traditional media would lose its former role, especially losing its readership. The social media and social networks are one of the emerging realities in this regard.

Social media brings a host of benefits to an organization, so ensuring data protection and privacy requirements form part of the framework means these benefits can be realized safely and securely. The social media security governance should take into account certain challenges: staying abreast of the evolving regulations, terms and conditions of the social media channels you are using; managing social media data throughout its life-cycle from initiation through usage, storage, transfer, archiving and destruction; ensuring that sensitive and organizational or personal data is not exposed and using tools to monitor, evaluate and take care in sensitive situations. [1]

Social media allows us to reach people directly through existing and emerging platforms. Social media not only provides access to people around the clock, but it also poses threats to its users. [2] There are new risks arising almost every day and if there is a need for a better understanding of risks social media will have the necessary impact on their ability to respond to them. Therefore, the main strategy is to be careful about the resources available, and to control them.

870

Social networks are widespread tools of communication. Many people use the social networks for communication, often uploading pictures and videos without ever thinking about it, voluntarily posting extensive information about themselves. This can sometimes lead to such an addiction and dependency that people do not feel how they spend their time. Their lifestyle somehow depends on social networks, which often results in negative consequences. People with various problems (mental disorders, illness, criminal behavior, etc.), who do not present themselves and their intentions in social networks as they are, engage in "intentional" communication and lead them into a "trap" taking the advantage of other people's inexperience, their younger ages and the vacuum created in their mental world. In fact, unlike real relationships, these are illegal relationships which in some cases cause adolescents' suicides, resulting in joining a variety of criminals, blackmailing, young families' breaking up and causing destructive situations that seriously undermine the traditional pillars of family. There is no one who is responsible for the crime committed. Any social relations established in

accordance with law in geographical areas are regulated by law. However, social networks do not have any regulatory mechanisms because it only exists in the virtual space where there is yet no legislation.

It would be more reasonable to call it a "chat-mania", which is no less a serious problem than a drug addiction which is considered to be the most serious problem in the modern world. Because it is a chat that is happening in society as a whole and it is impossible to be treated in the geographical space where every citizen is present. Public should be alert to such negative trends. Therefore, the issues of private life and security in social networks, as well as effects of social media on individual and professional activities of a person should always be in the spotlight.

The breadth and impact of social networks have once again revealed a new perspective regarding the future development of this phenomenon. It turns out that social networks will continue to have a deeper impact on the life of society in all areas, the societies will obviously feel the positive and negative effects of this process. Therefore, a more thorough examination of the social networking phenomenon of

871

the world is becoming the main focus of scientific researches today. [3]

If social networks were previously only communication tools for the majority of "consumers", in the modern era, it is not only a way to earn more money, but also an area for achieving specific economic, social and political issues especially for "advanced" users.

With a computer connected to the Internet, a person becomes a source of psychological influence on other people. However, he or she may also be very sensitive to the external influences themselves. Anyone who has a social media account and an access to an incredibly large audience has the capacity to become a journalist.

The founders of social network services might not have supposed beforehand how important their inventions would be in terms of controlling the world order. American psychologists S.Milgram and D.Travers can be considered the founders of social networks. According to their theory put forward in 1969, any two randomly selected individuals are connected by a total of length of the chain of six people. A Romanian psychiatrist Jacob Levi Moreno developed "sociogram" which was a graphic representation of social

links that a person has. Until then, the “social structure” or “social networking” phenomena were one of the misunderstood concepts. Moreno used the "sociogram" to identify social leaders and "outcasts", define asymmetry in selection of friendships and demonstrate an indirect chain of relationships. [4]

Over the years, "social network" that united people who have not known each other in a single information space, has also become a common fact of life. Founded in 2003, Friendster was the first modern, general social network, that followed by LinkedIn and MySpace in 2003, Facebook in 2004 and Twitter in 2006. The national versions of these social network platforms have also emerged in most countries later. Today, the traditional communication methods in information dissemination are undergoing displacement. Internet resources are largely exceeding even the circulation of the world's leading newspapers by the number of their users, also becoming an arena for information conflicts. [5]

Currently, social media has begun to partially substitute the traditional media in the process of obtaining information to build their own policies in

872

power centers. For instance, The US Department of State spokesperson Victoria Nuland receives questions not straight from the media representatives but through Twitter from anyone around the world. The US Department of State has also created a special AskState account on Twitter for this purpose. All the questions addressed to Victoria Nuland are also being promptly translated on the State Department's Twitter page into 10 official languages - Arabic, Chinese, English, Persian, French, Hindi, Portuguese, Russian, Spanish and Urdu and sent to the social media network, and this is realized as part of a plan on expanding the US diplomacy. The US Department of State has identified the use of new technology as a major part of its foreign policy worldwide. The US Department of State has 193 different accounts on social media networks, of which 100 belong to its embassies in different countries.

Most people evaluate the long-term and short-term impacts of social media and acknowledge what it can achieve, how it is monitored, how its investment income is measured as well as the risks to be taken into account. In fact, the planning of social media activity in the future should reflect any strategic

elements of marketing and political communications. Setting goals and objectives in key areas; identification of audiences; accumulation of concepts; determination of resources; creation of principles; management and security; content creation; management of socio-political platforms; measurement and assessment of success; the creation of sustainable knowledge and assessment tools.

There are all grounds to assume that social networks will play a more active role in socio-political processes as a means of influencing society. The current dynamics of social network users' growth make us believe that these results are completely reasonable. Thus, at the end of 2013, the number of social media users increased by 19.2% worldwide and today the number exceeds 1.5 billion people. It should be noted that Facebook remains the largest social network in the world to surpass with 1 billion registered accounts.

The use of electronic media and social networks, whose evolving roles are felt in the context of political issues and military crises, has largely supplanted traditional media in recent years. Since information spread on social networks is similar to public perception,

873
social networks have a profound impact on the media, and this pressing issue is of great concern for the world's leading media outlets. It is a logical conclusion, therefore, to believe that after a few years, social networks will completely alter the role and place of evaluation of traditional media.

REFERENCES

1. http://www.cipr.co.uk/sites/default/files/CIPR%20social%20media%20best%20practice%20guidance%202011_1.pdf
2. Leah Cassidy, Murdoch University Kate Fitch. Beyond the Catwalk: Fashion Public Relations and Social Media in Australia. Asia Pacific public relations journal Vol. 14, No. 1 & 2 p, 1-15
3. Кашлев. Ю., Международные отношения в зеркале информационной революции, // Международная жизнь, №1, 2003, стр. 17-38
4. Linton C. Freeman, The Development of Social Network Analysis: A Study in the Sociology of Science, Empirical Press, Vancouver, BC, 2004. pp.377-383
5. The History and Evolution of Social Media Resources, Social Media, Web Design • Oct 7, 2009 <http://www.webdesignerdepot.com/200>



9/10/the-history-and-evolution-of-
social-media