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ROLE OF SOCIAL MEDIA MARKETING IN HUMAN'S LIFE

Rajabbayeva Feruza Rajabbayevna
Teacher Of The Department "Social Humanities And Languages" Urganch State Innovation University, Uzbekistan

ABSTRACT

This article discusses the value of social media, how to use them effectively and conveniently, the factors that have contributed to social media's rapid growth over the past few years, as well as their primary objectives. It also discusses the benefits and drawbacks of the Internet's widespread use by both private and public businesses as well as by members of the general public.

KEYWORDS

Social Media Marketing, advertising, post, telegram, Instagram, phishing, Media convergence.

INTRODUCTION

The growth of the Internet, which is regarded as one of the media networks, has had a negative effect on Internet users' discourse cultures in recent years. In addition, there is a considerable increase in interest in newspaper articles, which are also regarded as media. The popularity of the commercials, articles, and posts produced in the media industry is growing daily, according to social media marketing (SMM). One of the forms of internet marketing, or social media marketing [SMM] in English, is social media marketing. Social media marketing is to offer engaging and helpful news, products, and services to online users.

Social media is one of the biggest networks today, and we must stress that. In comparison to the Internet itself, the social media network has developed more quickly. Everyone glances through Instagram or Telegram as soon as they get out of bed, which is the

cause. In the present, social networks are used by 58.11% of the world's population. The following definitions can be used to answer the query "What is SMM?" The objectives of brand promotion, increased sales, and increased website traffic are also included in the definition of SMM. The goal of SMM is to develop methods for popularizing a brand's presence on social media. It's important to embody the brand you're trying to convey to the public, channel it via your audience, and speak in that brand's language. SMM managers can also take stunning photos, which is another skill. The explanation is that it is impossible to conceive a small business without an attractive presence on Telegram and Instagram. SSMs are quite knowledgeable about marketing in addition to posting people.

The fact that more people are using social media every day is the primary factor in its emergence as one of the most popular industries. Sherpa of Marketing Statistics show that 95% of people between the ages of 18 and 34 consider social media platforms to be the most practical way to follow and communicate with a product brand. Additionally, this explains why there is such a huge demand for social media specialists: practically all businesses use social media This media network is essentially the only avenue for many firms to promote online. Social networking is still evolving daily in Uzbekistan as well. For instance, compared to 2019, there were 49% more social network users.

Because of this, social media is a useful network for everyone. large social media corporations nowadays, as well as internet and media services. Like any form of advertising, the primary goal of social media is to increase revenue for the company. Because of this, this network conducts its business through a variety of techniques. Facebook, Telegram and Instagram they find buyers from their networks. To do this, they advertise their products directly to the brand, use content marketing or contact partners.

- They create a community around the brand to cultivate loyal customers.
- Create useful articles and videos to attract the attention of potential buyers and increase your followers on social networks. Another thing to note about social media is that one of its components is social media optimization (SMO-Social Media was Optimization).
- SEO serviceLike SEO, SMO is a strategy to attract new and unique visitors to a website.

Internet journalism, which is seen as a form of mass media, the growth of the media, the extension of its duties, significant shifts in the area of modern production and technology, and the complexity of the relationships between journalism and society are all giving journalists new jobs to do. These days, it's crucial to teach multi-platform journalists who can simultaneously prepare news for the Internet, news

for broadcast media, movies, concerts, and more. There is a particular need for online journalists.

As a result, journalists must simultaneously universalize and specialize in order to keep up with the convergence of several fields. Universalization, or more properly, transprofessionalization, calls for total mastery of one specific discipline first. As a result, we consider a universal journalist to be an expert in their field.

Furthermore, both commercial and public sector businesses use the Internet on a large scale. Today, almost all significant businesses conduct all of their internal and external communications online. Through the Internet, it presents, sells, and offers the general public a number of additional services. The work of governments has also been simplified because to the Internet. In many countries today, almost all citizen appeals are submitted electronically. This will lessen annoyances like red tape, requiring citizens to visit offices and meet authorities in person, and waiting in long lines.. As an example, Uzbekistan has my.gov for the same purpose. We can say that the start of the uz project is a positive and joyful event. Internet managers play a very important role in the development of the media industry today.

However, it should also be remembered that there were worries about job losses when the Internet was just getting started and the majority of communication

was taking place online. Because these tasks required the use of paper or the hands of office workers before the invention of the Internet. These worries have been allayed by the Internet's immense advantages for businesses and the economy. How safe it is to exchange personal and commercial information online is currently a major worry and threat. The phrase "cyberwar" started to circulate online.

We post a lot of personal information online when we use internet services, communicate on social media, or send emails.These include private images, possibly sensitive banking or financial information, health information, emails or other private communications with pals, as well as logins and passwords for particular websites. Online service providers often keep personal information secure, but there are instances where data can end up in the hands of a malevolent third party that uses it for their own ends.

Another Internet term is "phishing," which refers to a type of threat that primarily manifests itself as email-based identity theft. "Phishing" emails lead you to believe they are from a company or institution you recognize. For instance, if you are dealing with a bank or other financial organization, they might mail you a letter on their behalf asking for your personal bank information, or they might ask you to give or get more information by visiting their website through a link. If you click the link in the email, it's possible that your computer will be infected with malware that steals

information. writing such letters in a professional manner,

The practice of "spoofing" involves sending emails that look to have come from someone you know but were actually sent by someone else. Your friend's email address might be taken over by virus or hackers who will use it to send you harmful emails. Alternatively, your email address might be exposed to malicious software, which would allow them to send letters on your behalf. Emailing or message publishing services for social media platforms can also be used for this.

It is increasingly disappearing from public consciousness that the Internet is a fully virtual environment. This is because, in many aspects, the World Wide Web also consists of the byproducts of human activity (messages, websites, text, voice, and data), in addition to the interaction between computers and computer networks. depicts interaction (visual, multimodal catalogs and record archives, travel paths, etc.). To put it another way, the Internet is a new cultural orientation because of the communicative character of its surroundings.

The phenomena of media convergence involves the blending of computer networks, media content, and information and communication technology. As a direct outcome of the digitalization of media material and the widespread use of the Internet in the 21st century, it integrates the "three Cs" in the English-speaking world: computing, communication, and content (computer, communication, and content). By transforming current networks, services, and methods of operation, media convergence makes it possible to produce whole new types of information that are incredibly relevant.

This factor is responsible for the unlimited interest of journalists in the new channel of communication to the audience. Despite the abundance of various information on the Internet, which is the source of ordinary users, the mass media, mastering the Internet space, remain in demand by the audience. According to SVerofeev, the era of Internet media has become the shortest and fastest developing era. Print publications, television channels, radio stations have online electronic versions in the 2000s. In the Russian Federation, the so-called new mass media has become widespread - i.e. Media available only on the Internet.

Blog entries, social media, impactful videos broadcast online, and illegal court processes are all examples of the virtual world's real-life counterparts. It is also mentioned that blog reviews are used (as a press review analogy). The narratives of user reviews in social media posts are a reflection of traditional media.

Web technologies introduced the following features to journalism according to the classification of AAQalmikov and LAKokhanova:

- interactivity (the ability not only to report, but also to know the audience's reaction and learn from it);

- personal approach (ability to take into account the needs and habits of a specific user);

- infocentricity (the built-in possibility of an arbitrarily deep hierarchy of information is almost any level of presentation with the participation of the reader.

So, in conclusion, the Internet is considered one of the urgent problems of today, and today's developing countries cannot travel without Internet networks. Social media and the Internet are media networks that provide a number of conveniences to their users.

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