THE IMPACT OF SOCIAL MEDIA, THE LATEST MODEL OF A DEMOCRATIC PLATFORM, ON INTERNATIONAL POLITICAL RELATIONS

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At the end of the 20th century and the beginning of the 21st century, the development of information and communication technologies became an important element in many aspects of social life and led to the emergence of new media used by the majority. Real-time, new media, considered as an "interactive product" of digital technology, attracts scientific and political attention as an urgent issue that expands its role in the social-political communication process. The emergence of social media has led to the formation of modern forms of foreign policy communication that transforms the system of modern international relations, influences the activities of state institutions, and shapes ideas and attitudes about the country as a whole. Diplomatic institutions are also actively using networking opportunities to communicate online with domestic and foreign audiences to create a sense of citizen participation in the state's foreign policy actions. By creating user profiles in various social networks, the Ministry of Foreign Affairs and diplomatic missions "give information" about their activities, form an attitude towards the state's foreign policy, influence the consciousness of target groups (creates the feeling of "my opinion" is decisive), social networks also provide information between the public and state institutions. contributes to the exchange.

Keywords: social media, political relations, technology, international relations

INTRODUCTION

Just as the invention of the printing press, the discovery of gunpowder, or the splitting of the atom brought about important changes in the nature and structure of regional and international politics, the rapid development of information technology and the widespread use of the Internet are equally decisive. Every technological development that mankind has developed in every century, from the telegraph to the television, from the television to the railway, has clearly boosted the military structures and militaristic activities of the countries, as well as its benefits in the daily life of the public. All these events have affected the relationship between states of relative capacity in terms of the potential of the creature. In our age, thanks to the rapidly increasing internet networks, the phenomenon of communication appears to have very effective qualities in terms of cheap and instant global spread. In the first quarter of the second millennium, this development and expansion of the Internet crossed national borders and led to the development of platforms such as social media, virtual communities of socially connected networks that allow the real-time sharing of content such as text [1].

The unrestricted nature of these social networking technological developments, defined mostly within the parameters of Web 2.0, inevitably creates changes in the structure of international relations and the behavior of actors. This change; shapes international politics by further politicizing the interstate arena [1].

In particular, the Facebook, YouTube and Twitter platforms have functioned as a means of agitation and propaganda unprecedented in human history due to their ability not only to communicate online about political issues, but also to mobilize the public [2].

Especially in developing countries where parliamentary democracy is not fully established, the rapid increase in the use of the Internet in the social sphere and, as a result, social networking si-

tes, in the first quarter of the 21st century, mobilizing civil protests, spreading democracy and human rights began to be perceived as an effective phenomenon based on mass activism. However, as a natural consequence of the nature of cyber communication and globalization, the political effects of new communication techniques, borders and the possible interference of the state apparatus in these borders still remain ambiguous [2].

Emphasizing the possible role of the Internet as a catalyst for democracy, academics in the International Relations discipline discuss the limitations and possibilities of social media as a means of influencing policy in their research, and the use of the Internet and, in some cases, social media. In recent years, it has been emphasized as an effective revolutionary mobilization tool for political action under democracy and equal sharing of social opportunities in the world [2].

In addition, Alan Kluver claims that the phenomenon of new media does not have a functional advantage over traditional media in terms of improving public discourse in the field of international relations [3].

Only recently has the International Relations literature become interested in the rapid growth of social media and its implications for global politics. Research on social media has focused primarily on its use as a means of generating voice [3].

The theoretical understanding required to comprehensively understand the problem of whether social media can cause revolutionary or devastating global epidemics requires an interdisciplinary fiction [3].

MAIN PART
Network Society and New Media
Communication sociologist Manuel Castells focuses on the ability of communication technologies to shape and strengthen global social networks, particularly so-called "new media" networks. By saying that society consists of values and institutions; the understanding of structural capacity and politics that impose their will on the phenomenon of power; defines it as the process of determining where power rests and managing the practice of power. However, for every society influenced by technology, economy, customs and conventions, politics emerges as a specific concept when viewed from a cultural perspective [4].

Castells builds his main argument around the network society's pressure on politics and power and the crisis of information security politics. The first of two arguments important in the analysis of the network society; It is a crisis of global political legitimacy caused by distrust of the ruling class [4].

In this context, the younger the electorate, the greater the discontent that allows for a crisis. The second argument is the individualization of society, which is characterized by a decrease in political participation in the general population, but an increase in social mobility. Individualization has eclipsed unionism, the traditional form of socialization in politics, and the mission of unions in search of rights. In addition, they are considered neo-state institutions [4].

Acceleration of non-governmental organizations thanks to public funding also means the transfer of moral authority. Although this dynamic of individualization and non-governmental organizations does not mean the end of ideologies, it can be interpreted as the end of trust in the political mechanism [4].

Castells assesses these changes in dynamics in two main frameworks, changes in the nation-state, including changes in international relations, and changes in the media. Financial mobility, internet communication, dependence on energy resources, transnational crimes, interdependence and global division of labor are factors that reduce the power of the nation state. The reaction to this process, which is seen as a crisis of the nation-state, finds an answer in the form of an increase in emphasis and meaning given to ethnic, regional and religious identities. However, today politics is defined as a new public in the media [5].

This situation stands out in real practice as a tool created to influence the minds of the voters and thus the votes. However, on the other hand, new media act as a powerful filter for people in the face of the growing global crisis of neoliberal political economy and the colorful but hollow discourses of politics through the media. Digital networks have key features that increase the autonomy

of communication, with this autonomy the nature of power changes, as network power matters for politics [5].

Soft power and social media in international relations

Today, social media is used more than just a fun tool that people use in their personal lives to communicate with others and share personal information. Social media has also become a platform for promoting political and social causes. Online sites that create global organizations and activities with the slogan "Support the people and causes that inspire you" have fostered the discourse that anyone can change the world from the comfort of their own home. Founded in the United States and having a large number of users worldwide, the social media network website Facebook was launched in 2004, Twitter was launched in 2006, and YouTube was launched in 2005. These three social media platforms are one of the popular movements described as the "Arab Spring" in the Middle East in the last 15 years, and Wall Street, which is protesting neoliberal economics in the United States [6].

It has been actively mediated to mobilize the masses and spread the opposition to almost every geography [6].

In particular, since 2017, Facebook has allowed its two billion users to create a network of friends with whom they can share personal content, create groups and events to organize and dislike pages such as pages of interest to them [6].

The power of social media to communicate quickly both internationally and nationally has contributed to economic-political momentum not only in the international arena, but also in activities related to interstate and global governance. It also focuses on efforts to unite individuals, states, and non-state actors on conflicting agendas [7].

Moreover, these social media networks, which are expanding with the help of globalization, create an opportunity to increase soft power in international relations. Soft power is a phenomenon that combines state powers and military capabilities against traditional power, and can be evaluated as a change in the form and strategy of the ultimate hegemonic goals of states [7].

The classical realist point of view in international relations believes that the phenomenon of power can be maximized by countries' raw materials, military superiority and international spheres of influence. Today, factors such as the quality of technological infrastructure and specialist workforce created by strong educational systems of countries are also important. However, the realist perspective is thought to be deficient in the assessment of international politics, especially the trend of rapidly increasing interdependence after the Cold War, current settings, and the consideration of a "knowledge-based" approach to third world politics [7].

The theoretical analysis of multidimensional interdependence revealed the uniqueness of the actor applied to the state apparatus by the realist hypothesis in international relations and the need to share the militaristic superiority position with the "soft power" phenomenon. Keohane and Nye, in an article titled "Power and Interdependence in the Information Age," define soft power as the ability to achieve goals through attraction and voluntariness rather than force and violence. This is the soft power that states have long ignored in the practice of international relations. Globally widespread information technology networks have become easier to apply in countries with the creation of web 2.0 tools and social media. According to Nye, information; Soft power is as important as hard power in the 21st century, and if a state manages to assert its legitimacy in the international system by spreading its norms and values, it will be less likely to resist its policies. The neoliberal economy entered the 21st century and the relatively growing trend of nationalism pushed states to operate in less costly, more abstract and indirect and less attractive non-traditional soft power players. combines with [8].

New social media and political persuasion

New social media and political persuasion Regarding new media political persuasion, the use of new social media and news can contribute to the diffusion of controversial politics. Here, individuals can simultaneously express their objections and opinions through social networks while consuming news. As Gil et al. have argued, without new information, people are unlikely to revise their opinions,

and when it comes to politics, the news media is one of the primary sources of new information that citizens trust. Revising one's political attitudes in terms of political attitudes or exposure to new information was examined under three headings: Indecision in attitude, strength and consistency of one's attitudes and views, and tendency to change one's mind based on information encountered in the social environment. Recent findings suggest that news consumption on political topics can have a direct and relatively strong effect on political persuasion. Researchers have made varying interpretations of the direct effects. For example, Feldman et al. examined climate change coverage on three major news channels and found that individuals may follow cues from their party's elites in their study assessing the relationship between viewership and beliefs about global warming. At the same time, Nelson and others argue that news media can be influenced by agenda setting and framing. Feldman shows that using news can persuade people regardless of party affiliation. In new social media, political information can have a particularly strong influence on persuasion, because in social media formats, news is presented together with information about social characteristics and public opinion [9].

Bode points out that in networked spaces, individuals are often presented with conflicting opinions based not only on partisan cues in the news media, but also on their personal social connections that broadcast the story. Therefore, political news consumption in new social media environments offers users overlapping and often conflicting dimensions of information communication. Social/new media news consumption can be an ideal catalyst for exposure to new political information. The potential diversity of information through social connections can make people relatively unstable and therefore more open to opinion change. Therefore, Gil et al. argue that the use of political news on social media will be positively associated with political persuasion on social media. People encounter new information not only through news media, but also through interactions in social networks. While experts have long pointed to the importance of interpersonal networks for the spread of political information, Gil and others say a new wave of scholarship is focusing on the ways in which online and offline social networks are increasingly isomorphic.

There is much debated convergence in the structure and composition of online and offline social networks due to the new social media online social networking sites that largely transform offline social networks into online platforms. It is important to observe the growing importance of new social networks. media as a source of political information, current research suggests that it may promote exposure to political differences, especially among those who use these platforms for news. Survey evidence and "big data" analysis show that social media exposes people to news from both sides of the political spectrum, resulting in new social media users being exposed to a broader spectrum of news than they normally would. The results of these studies suggest, in part, that social media users are more easily accessible to more diverse networks and, as a result, are exposed to more diverse views. On the other hand, as stated by Gil et al., the increased tendency to encounter more political disagreements in social networks is also important because encountering political disagreements makes political belief more likely. As suggested by Huckfeldt et al., social influence is less when individuals are exposed only to information they agree with. A frequent description of social communication in politics is that most citizens are situated in politically homogeneous groups, surrounded by individuals who share their political views and attitudes, and thus political conflict becomes rare. Potentially, this process occurs because political differences have the capacity to make people ambivalent about their prior attitudes and preferences, and this ambivalence makes people more susceptible to the influence of new information. Given this theoretical perspective, we can see that exposure to political opposition in online and offline debates will be positively associated with openness to political persuasion on social media, according to Gil et al. According to him, disagreement in political debates will be positively associated with political persuasion on social media. More specifically, the idea that conflict makes people more uncertain and therefore more sympathetic to the variety of information they encounter in the public sphere implies that exposure to political conflict moderates the relationship between news exposure and political persuasion. Political communication researchers emphasize that the political effects of media use are often indirect. When individuals talk about news, they also engage in

cognitive processes that influence subsequent reflection on the topic they are discussing, leading to other behaviors such as countermotivated news consumption or further political discussion. Thus, simply arguing with those who hold opposing views on politics should make individuals less stubborn in their political views because it forces them to think about the information they are exposed to. According to Gil et al., the relationship between social media news use and social media political persuasion will be moderated by political debate conflict. The positive relationship between new social media news consumption and political persuasion will be stronger for individuals who disagree with their arguments. In other words, people do not persevere when they encounter only well-meaning and well-intentioned information on social networks. But persuasion is most likely to occur when both factors are involved. That is, when people engage in good-natured, civil debates about the news and information they receive on social networks, their views are defeated. According to Gil et al., these results provide a relatively optimistic view of the contribution of new-social media to democratic discourse, especially in light of the growing trend of debate in western societies [10].

CONCLUSION

In this study, the socio-political dimension of the new-social media was discussed, a literature review including theoretical and experimental studies on this topic was performed in recent years, and a summary of the research on the topic was presented and an assessment was made. It is important to contribute to democracy that a significant part of government services are provided to citizens through electronic media. We can say that users have the potential to learn political information through new social media, new-social media platforms can provide the most current information, and therefore citizens are more exposed to political news. The growth of new social media and Internet opportunities, the rapid appearance of ideas from all layers of society, also paves the way for politicians in decision-making processes. Moreover, new social media can reduce the tendency of the public to be politically ignorant and offer new opportunities for political learning, slowing the trend of political apathy among some young citizens who are not politically connected but use new social media as a dominant communication platform. Findings that political discourse, including online political discourse, play an important role in increasing the political knowledge of new social media news users are encouraging for democracy.

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DEMOKRATİK PLATFORMANIN ƏN SON MODELİ OLAN SOSİAL MEDİANIN BEYNƏLXALQ SİYASİ MÜNASİBƏTLƏRƏ TƏSİRİ

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XX əsrin sonu və XXI əsrin əvvəllərində informasiya-kommunikasiya texnologiyalarının inkişafı sosial həyatın bir çox aspektlərində mühüm elementə çevrilmiş və əksəriyyət tərəfindən istifadə olunan yeni medianın meydana çıxmasına səbəb olmuşdur. Real vaxt rejimində, rəqəmsal texnologiyanın "interaktiv məhsulu" kimi qəbul edilən yeni media ictimai-siyasi kommunikasiya prosesində rolunu genişləndirən aktual məsələ kimi elmi və siyasi diqqəti cəlb edir. Sosial medianın yaranması müasir beynəlxalq münasibətlər sistemini transformasiya edən, dövlət institutlarının fəaliyyətinə təsir göstərən, bütövlükdə ölkəyə dair ideya və münasibətləri formalaşdıran xarici siyasət kommunikasiyasının müasir formalarının formalaşmasına səbəb olmuşdur. Diplomatik qurumlar da vətəndaşda dövlətin xarici siyasət addımlarında iştirak hissi yaratmaq üçün daxili və xarici auditoriya ilə onlayn ünsiyyət qurmaq üçün şəbəkə imkanlarından fəal şəkildə istifadə edirlər. Müxtəlif sosial şəbəkələrdə istifadəçi profilləri yaratmaqla Xarici İşlər Nazirliyi və diplomatik nümayəndəliklər öz fəaliyyətləri barədə "məlumat verir", dövlətin xarici siyasətinə münasibət formalaşdırır, hədəf qrupların şüuruna təsir ("mənim fikrim" hissini yaradır) həlledicidir, sosial şəbəkələr də ictimaiyyətlə dövlət qurumları arasında informasiya mübadiləsinə öz töhfəsini verir.

Açar sözlər: *sosial media, siyasi münasibətlər, texnologiya, beynəlxalq əlaqələr*

ВЛИЯНИЕ СОЦИАЛЬНЫХ МЕДИА, ПОСЛЕДНЕЙ МОДЕЛЬ ДЕМОКРАТИЧЕСКОЙ ПЛАТФОРМЫ, НА МЕЖДУНАРОДНЫЕ ПОЛИТИЧЕСКИЕ ОТНОШЕНИЯ

А.А. Исаева

В конце 20-го и начале 21-го веков развитие информационных и коммуникационных технологий стало важным элементом во многих аспектах общественной жизни и привело к появлению новых медиа, используемых большинством. Новые медиа в режиме реального времени, рассматриваемые как «интерактивный продукт» цифровых технологий, привлекают научное и политическое внимание как насущная проблема, расширяющая их роль в процессе общественно-политической коммуникации. Появление социальных сетей привело к формированию современных форм внешнеполитической коммуникации, которые трансформируют систему современных международных отношений, влияют на деятельность государственных институтов, формируют представления и отношения о стране в целом. Дипломатические учреждения также активно используют сетевые возможности для онлайн-коммуникации с внутренней и зарубежной аудиторией, чтобы создать у граждан ощущение участия во внешнеполитических действиях государства. Создавая профили пользователей в различных социальных сетях, МИД и дипломатические представительства «дают информацию» о своей деятельности, формируют отношение к внешней политике государства, влияют на сознание целевых групп (создает ощущение «моего мнения» решающее значение), социальные сети также обеспечивают информацию между общественностью и государственными учреждениями. способствует обмену.

Ключевые слова: *социальные сети, политические отношения, технологии, международные отношения.*