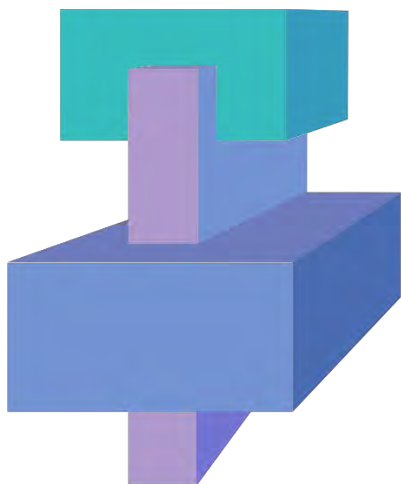OMEGA SCIENCE
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DIGITAL DIPLOMACY AND ANALYSIS OF INFORMATION PRESENTED ON THE INTERNET IN NEWSPAPERS, MAGAZINES, ON RADIO, TELEVISION

Annotation

The media have a great influence on society in relation to the general, socio-psychological and moral character of each of the members of this society, since any new information comes through the channels of the media, is appropriately stereotyped and associated with recurring political orientations and value orientations that are fixed in the minds of people. This article discusses the role of information systems as well as the analysis of the information provided.

Key words:

sources of information, Internet search, analysis and verification of information for authenticity, digital diplomacy.

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ЦИФРОВАЯ ДИПЛОМАТИЯ И АНАЛИЗ ИНФОРМАЦИИ, ПРЕДСТАВЛЯЕМОЙ В ИНТЕРНЕТЕ В ГАЗЕТАХ, ЖУРНАЛАХ, НА РАДИО, ТЕЛЕВИДЕНИИ

Аннотация

СМИ имеют большое влияние на общество в отношении общего, социально-

психологического и нравственного облика каждого из членов этого общества, так как любая новая информация поступает по каналам СМИ, соответствующим образом стереотипизируется и связана с повторяющимися политические ориентиры и ценностные ориентации, которые закрепляются в сознании людей. В данной статье рассматривается роль информационных систем, а также анализ предоставляемой информации.

Ключевые слова:

источники информации, интернет-поиск, анализ и проверка информации на подлинность, цифровая дипломатия.

Scientific and technological progress sets a high pace of development of information systems that serve the communication needs of society. As a result of this, every year there is an increasing penetration of the Internet, social networks and other information applications into various spheres of public life, including diplomatic relations. The statements of the first persons of the state, made via the Internet, acquire a new political status, a new culture of response to such statements is being formed: their importance is indicated relative to other statements made for the "traditional". Thus, the transformation of social communications leads to the renewal of political relations and the emergence of such a phenomenon as digital diplomacy.

The concept of digital diplomacy in modern scientific literature is quite new, at the moment there is no clear definition of this term. In addition, the content of digital diplomacy can be transformed depending on the understanding of digitalization that is emerging at the current stage of the technical development of society. Information base of the study: it can be said that digital diplomacy is widely covered not only in foreign, but also in Russian literature. Many historians, political scientists, and experts in international relations have devoted their works to the study of digital diplomacy.

The mechanisms of digital diplomacy include the following: applications active on electronic media; Internet broadcasts, video content; other Internet resources.

Mechanisms of digital diplomacy are becoming an addition to the traditional methods of dialogue between politicians and the dissemination of political information to the public. Internet communications penetrate the traditional methods of journalism: radio, television, print media. Today, one can trace the trend of the transition of traditional political publications to an electronic format: digitization of printed text, the formation of video content on their own Internet portal, and the creation of their own Internet sites. Thus, in modern journalism, digital methods of information dissemination are almost inseparable from the traditional methods that took precedence at the end of the twentieth century.

Until the middle of the 20th century, newspapers were the main source of information, the rapid development of radio, television and the emergence of electronic media led to the fact that their circulation began to fall. This situation forces the print media to use interactive forms of work with the audience. Despite the ongoing structural changes in the newspaper market, print media are effectively coping with a number of communication tasks. Messages posted on the pages of newspapers are perceived by the audience as more informative and less annoying compared to similar materials released on radio and television or on the Internet.

There are several main sources of information on the Internet:

1. News agencies. With their help, you can get the most reliable information in real time. Examples of news agencies: AZERTAJ (Azerbaijan); ARMENPRESS (Armenia); BELTA (Belarus); KAZINFORM (Kazakhstan); KABAR (Kyrgyzstan); MOLDPRES (Moldova); ITAR-TASS (Russia); KHOVAR (Tajikistan); TDH (Turkmenistan); UZA (Uzbekistan); Reuters (England); ITAR-TASS (Russia); Associated Press (USA). The most valuable thing about agency information is that it is the least susceptible to insertion of comments. That is, this information reflects only the facts and nothing more. This circumstance is very important, since it reflects the events directly, and not their ingenious interpretations.

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