

*Murodova Nilufar Karomatovna*  
*National Cinematography of Uzbekistan*  
*employee of the development center.*  
*E-mail: [nilufarmurodovaa@gmail.com](mailto:nilufarmurodovaa@gmail.com)*  
*Tel: (94) 008 94 09*

## AS A PROMISING FUTURE DIRECTION OF BLOGGING

**Abstract:** This article analyzes the concept of blogging and the views considered important in the organization of blogging activities. Also, the policy of organizing blogging activities in our country has been analyzed. Normative laws aimed at freely carrying out blogging activities and preventing various threats to its activities are also presented.

By ensuring the transparency of bloggers' activities, we will be able to achieve their prospects in the near future. In particular, it is appropriate to study the important aspects of the activities of foreign and local bloggers.

**Key words:** blogging, blogging activity, bloggers, analysis, regulatory laws, activity of bloggers, honest assessment, future prospects, activities of foreign and domestic bloggers, scientific and theoretical opinions.

### **Introduction:**

Blogging is a unique phenomenon today. It is organized based on the expression "logging the web", i.e. "I keep a diary on the network". In the early years of the Internet, the concept of blog, which is shortened from the word weblog, consisted of online storytelling and online personal journaling. Today, a blog is a resource with a much broader meaning than a personal diary on the Internet.

A blogger is a creative person who runs a blog under his own name, a contemporary with an independent position. Such people always conduct experiments, their way of expressing their opinion differs from others and is distinguished by its uniqueness.

A blog is a new format for storytelling. In fact, blogs and the basics of blogging go back long before the invention of computers and the Internet. Primitive people expressed their experiences in rock paintings, and in later periods when writing appeared, literate people recorded their thoughts and ideas in diaries, but because these sources were private, no one saw them. . Historically, in the Middle Ages, it is known that historians and chroniclers in the service of rulers wrote down memories, events and processes on paper, which later became a valuable historical source. In general, all people who put their thoughts into text can be called bloggers.

According to the latest statistics, there are 1.7 billion websites and more than 500 million blogs on the world Internet. Their authors publish more than 2 million "posts" on their blogs every day.

### **Literature review:**

It is appropriate to comment on blogging activities on the scale of developed and CIS countries. US and Western European scientists have been actively engaged in this activity for the next 25-30 years. Researchers paid special attention to such issues as the influence of information technologies on the human psyche, computer-mediated communication, and specific aspects of human activity on the Internet. In particular, communication with the help of mass media was scientifically and theoretically researched by scientists such as M. Castells, J.Baudryar, P.Virillo, E.Toffler, S.Žižek, U.Eko, J.Gitomer.[2; 3; 4; 5; 6; 7; 8;]

### **Research Methodology:**

Methods such as theoretical (analytical-synthetic, historical-comparative, structural-typological), analysis (analysis, synthesis, indexation, deduction, concretization, analogy, modeling), prognostic (thought experiment, generalization of independent assessments, etc.), mathematical statistics lanned.

### **Analysis and results:**

The study of influencer marketing is extremely relevant today, which is due to a number of factors that influence the modern information space and marketing strategies of companies. Modern society has witnessed the mediatization of almost all spheres of life, including business processes and communication. Social media and other online platforms have become the main source of information and interaction between consumers and companies.

At the present stage, each person deals with a huge flow of information, which only continues to grow. Standard forms of advertising, such as television advertising and billboards, no longer guarantee sufficient attention from consumers. In this case, promotion with the help of bloggers can help companies attract the attention of the audience to their products and services, since opinion leaders create native media content aimed at a specific audience. Also important for our study is the fact that due to the transformation of the digital communications market due to global events, companies have lost effective promotion channels, faced with the problem of audience redistribution, as well as blocking social networks and disabling advertising capabilities of some platforms.

The development of innovative technologies and digital platforms allows companies to use the most effective marketing strategies to maximize their impact on the target audience. Bloggers have long been part of the digital and advertising discourse, as they have a more loyal audience that follows their activities of their own free will. In addition, some use their personal brand in entrepreneurial activities: to promote their products or services in order to become more authoritative in their niche, as well as to establish connections with partners. The research methodology includes an analysis of scientific literature and media content, as well as the use of methods for description, synthesis, generalization and classification of data. The purpose of the study is to analyze modern trends in the formation of a personal brand through a blog, as well as the use of influencer marketing to improve reputation.

When talking about the characteristics of blogging, first of all, it is necessary to answer the question of how close bloggers are to professional journalists. In our opinion, the main meaning here is embodied in the word “professional”, because bloggers are not exactly professional employees (with the exception of professional journalists who have their own blogs). Therefore, they cannot be called journalists. Article 3 of the Law of the Republic of Uzbekistan “On the Protection of Journalistic Activities” states: “Journalist - a person who works in the mass media of the Republic of Uzbekistan or a foreign country, or conducts and disseminates activities in them on the basis of a contract. is a person engaged in”. In addition, a journalist is a specialist who has been educated in the field of journalism in Uzbekistan, has a qualification and a diploma, and is engaged in journalistic activities. But in the newspapers of our country, especially in regional publications, there are almost no employees with a journalist’s diploma, mainly philologists and historians are working as journalists. In short, in the conditions of Uzbekistan, it would not be wrong to say that blogging is an activity in the field of working with mass information.

Therefore, they cannot be called journalists? Article 3 of the Law of the Republic of Uzbekistan “On the Protection of Journalistic Activity” to the question of who is a journalist in the legislation: “Journalist - a person who serves in the mass media of the Republic of Uzbekistan or a foreign country, or conducts and distributes activities in them on the basis of a contract is a person engaged in”.<sup>1</sup>

They, in turn, are divided into bloggers and bloggers. That is, traditional web bloggers who have personal subscribers by writing their personal position on reality in the form of text or sharing photo-video messages.

Bloggers share video commentary or video content, gaining viewers. Their ranks are also growing rapidly in the Uzbek segment of the Internet.

In the work of bloggers, there is a phenomenon of combining various tasks of journalism, that is, they comment less on official materials. But the official mass media quotes from them. For modern virtual journalism, this has become commonplace.

Today, it is natural for a journalist to work in two capacities: a professional employee and a blogger. Because some editors do not allow the journalist's free opinion, so they try to express their personal

<sup>1</sup> Law of the Republic of Uzbekistan "On Protection of Journalistic Activity". A set of regulatory and legal documents in the field of mass media activities. - T., 2009. - B. 57

position as a blogger. In the life of many societies, an unusual scene is observed, that is, attempts by state or public representatives to hide some information from the general public.

At such times, bloggers take the lead by telling as much as they know about the news. In this case, even professional journalists or publications are forced to use the information provided by the blogger due to lack of other sources.

A blogger is a relatively new direction in professions. As a rule, this is a person who has chosen a direction of activity in order to interestingly and meaningfully reveal a certain topic for the target audience.

Bloggers are cooks, political observers, experts in the field of cinema and fashion, travelers, etc.

The main task in this profession is to interestingly and entertainingly reveal the chosen topic, creating unique content on the chosen topic.

Why is it promising?

- ✓ This profession allows you to successfully combine your hobby and work;
- ✓ Attract new fans;
- ✓ Develop your own networks;
- ✓ Earn money from advertising, support of the platforms on which the blogger works and with the help of your fans who donate certain feasible amounts to support the channel

How to become a blogger?

Theoretically, anyone who is ready to talk about a chosen subject in an interesting, new and accessible way can become a blogger.

It is this accessibility that attracts more and more people to this area. It does not matter how old the blogger is, if he creates his own product, which has no analogues. The main task in this area is to be interesting, to be able to talk about something in such a way as to captivate your subscribers, expand your audience and become promising for advertisers.

Bloggers, influencers, opinion leaders are influential people who publicly post content on their personal social media platforms, such as articles, videos, photos and other information related to their personal life, interests, work and opinions. In the era of digital communication, the issue of forming a personal brand is becoming extremely important, as the influence of the Internet and social media on modern society is becoming increasingly intense. Today, with the help of digital tools, anyone can start their own blog to attract new customers, make money on content, build a career, monetize their creativity or simply share their ideas, thoughts and life experiences in the format of an online diary. According to philologist N.A.Kontseva, from a communication point of view, a blogger is a person who has authority in the eyes of his subscribers, who shares with them not only what is happening in his life, but also his opinion on various issues in his niche, and also gives recommendations on the purchase of certain goods<sup>2</sup>.

According to D.P. Petrenko, those who develop their blogs and create content gradually form their personal brand, which becomes associated with them and their content<sup>3</sup>.

As the blog grows, the audience begins to recognize the blogger and focus on him as a leader in the relevant field, listening to his opinion and highlighting him in their information space.

According to E.A. Kuznetsova, the influence of an opinion leader on his audience does not appear instantly and is unstable. Such a connection is quite fragile, and the influencer must constantly maintain it, being in close emotional contact with his audience. At the same time, according to the researcher, the influencer does not simply integrate the requests of his audience, but on their basis constructs new social, cultural and value guidelines<sup>4</sup>.

<sup>2</sup> Концевая Н.А. Влияние пандемии на отношение аудитории к коммуникатору / Н.А.Концевая // Филология: научные исследования. – 2021. – № 8. – С. 22-34.

<sup>3</sup> Петренко Д.П. Корреляция личного бренда с личностью блогера / Д.П. Петренко // Форум молодёжной науки. – 2022. – Т. 3, № 1. – С. 71-79. Питерова А.Ю. Продвижение личного бренда в социальных сетях / А.Ю.Питерова, А.А.Медведева // Наука. Общество. Государство. – 2018. – Т. 6, № 4(24). – С. 186-192.

<sup>4</sup> Кузнецова Е.А. Психологические аспекты определения и изучения лидеров мнений в цифровой среде / Е.А. Кузнецова, Е.В. Зиновьева // Мир науки. Педагогика и психология. – 2020. – Т. 8, № 5. – С. 70 - 88. Карпыкбаева А.Б.

The blogger must understand for whom the content is created and how it will satisfy the needs of its audience. I.N. Yakshilov emphasizes that it is necessary to take into account the audience's perception of modern images, since if the values embedded in the blog coincide with the values of consumers, then loyalty to his personal brand is created<sup>5</sup>.

Creating a unique style and approach to content creation, constantly increasing the audience and involving it in dialogue - all these are important components of the marketing strategy of any personal blog. A blogger should constantly interact with their audience and strive to increase their subscriber base and improve the quality of their content. According to a study by E.A. Kushkov, some of the factors that contribute to attracting users to a blog are: the style of blogging, a personal approach, and the audience's ability to influence the content and receive feedback from the influencer<sup>6</sup>.

This factor can be explained by psychological mechanisms of interaction between the blogger and their subscribers, such as emotional involvement and a sense of uniqueness of the interaction.

### Conclusion.

There are a number of specialized exchanges that offer services for selecting and collaborating with bloggers, such as GetBlogger, LabelUp, Epicstars, where advertisers can choose a resource that suits the required parameters: subject matter, audience size, geography, target audience, cost of advertising placement. In some cases, companies that want to advertise their product through influencers can contact advertising agencies that already have experience working with bloggers and know how to choose the right opinion leaders for a particular brand or product.

There are also specialized blogger agencies that specialize in working with opinion leaders, which also select and create branded content. According to research, working with niche bloggers with a small audience is becoming increasingly popular [2, p. 115]. If a product is advertised not by one large influencer, but by micro-bloggers from a local environment, then it appears more often in the information space, as a result of which consumers begin to experience an internal need for the product, since it is surrounded by them in social media.

### References.

1. Law of the Republic of Uzbekistan "On Protection of Journalistic Activity". A set of regulatory and legal documents in the field of mass media activities. - T., 2009. - B. 57
2. Концевая Н.А. Влияние пандемии на отношение аудитории к коммуникатору / Н.А.Концевая // Филология: научные исследования. – 2021. – № 8. – С. 22-34.
3. Петренко Д.П. Корреляция личного бренда с личностью блогера / Д.П. Петренко // Форум молодёжной науки. – 2022. – Т. 3, № 1. – С. 71-79. Питерова А.Ю. Продвижение личного бренда в социальных сетях / А.Ю.Питерова, А.А.Медведева // Наука. Общество. Государство. – 2018. – Т. 6, № 4(24). – С. 186-192.

---

Маркетинг влияния (Influencer-маркетинг) как стратегия бренда / А.Б. Карпыкбаева // Вестник экономики, права и социологии. – 2019. – № 4. – С. 16-19.

<sup>5</sup> Якшилов И.Н. Киберпространство в формировании и продвижении личного бренда / И.Н. Якшилов // Коммуникация - Общество - Человек: Сборник научных трудов I Национальной научно-практической конференции научно-педагогических и практических работников с международным участием, Ярославль, 13–15 октября 2022 года / Под редакцией Т.Б. Колышкиной и И.В. Шустинной. – Ярославль: Общество с ограниченной ответственностью "ПКФ "СОЮЗ-ПРЕСС", 2022. – С. 155-160.

<sup>6</sup> Кушков Е.А. Блог как инструмент продвижения личного бренда для бизнеса / Е. А. Кушков // Горизонты экономики. – 2019. – № 2(48). – С. 35-41. Вицелярова К.Н. К вопросу об инфлюенсерах как основного аспекта повышения продаж продвигаемого продукта в social media / К.Н. Вицелярова, А.А. Опря, А.А. Балякно // Естественно-гуманитарные исследования. – 2020. – № 29(3). – С. 114-115. Кушков Е.А. Блог как инструмент продвижения личного бренда для бизнеса / Е. А. Кушков // Горизонты экономики. – 2019. – № 2(48). – С. 35-41. Слепцова Е.В. Лидеры мнений, как маркетинговый метод продвижения услуг / Е.В. Слепцова, Р.Н. Сандул // Международный журнал гуманитарных и естественных наук. – 2019. – № 11-1(38). – С. 113-115.





4. Кузнецова Е.А. Психологические аспекты определения и изучения лидеров мнений в цифровой среде / Е.А. Кузнецова, Е.В. Зиновьева // Мир науки. Педагогика и психология. – 2020. – Т. 8, № 5. – С. 70 - 88.
5. Якшилов И.Н. Киберпространство в формировании и продвижении личного бренда / И.Н. Якшилов // Коммуникация - Общество - Человек: Сборник научных трудов I Национальной научно-практической конференции научно-педагогических и практических работников с международным участием, Ярославль, 13–15 октября 2022 года / Под редакцией Т.Б. Кольшкиной и И.В. Шустиной. – Ярославль: Общество с ограниченной ответственностью "ПКФ "СОЮЗ-ПРЕСС", 2022. – С. 155-160.
6. Кушков Е.А. Блог как инструмент продвижения личного бренда для бизнеса / Е. А. Кушков // Горизонты экономики. – 2019. – № 2(48). – С. 35-41.
7. Малышев В.К. Интернет-магазин и сотрудничество с блогерами / В.К. Малышев // Символ науки: международный научный журнал. – 2021. – № 4. – С. 66-67.
8. Слепцова Е.В. Лидеры мнений, как маркетинговый метод продвижения услуг / Е.В. Слепцова, Р.Н. Сандул // Международный журнал гуманитарных и естественных наук. – 2019. – № 11-1(38). – С. 113-115.
9. Карпыкбаева А.Б. Маркетинг влияния (Influencer-маркетинг) как стратегия бренда / А.Б. Карпыкбаева // Вестник экономики, права и социологии. – 2019. – № 4. – С. 16-19.