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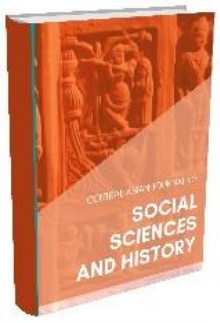

The Significance of the Means of Cyberspace in the Transformation of Aesthetic Needs

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Abstract:
Today, the transformation of personal needs is taking place on the Internet, media products, video games, social networks, marketing activities that arouse the interest of the general public. Global popularity, the status of modern networks, and the impact of social networks on our traditional moral and aesthetic values are issues that require special study. The tools of cyberspace play a key role in satisfying personal aesthetic needs and changing the aesthetic worldview. In connection with the need of people to communicate using the technical capabilities of the Internet, a new area and direction called "Social Networks" has been formed. Social networks, which originally served only to communicate with anyone, are now becoming an incomparable tool for people to respond to social and political changes taking place in society with their advanced thoughts.

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INTRODUCTION

At the current stage of development, the demand for social relations has not decreased. Only now the methods of meeting this demand are changing. Social relations themselves have acquired a new look. We are talking about social networks known to all of us. In a short time, social networks have become extremely popular in the virtual world. In this respect, they can be called a truly new phenomenon in the Internet space. However, it is worth noting that this phenomenon first appeared not in the Internet, but in the field of sociology. The concept of "social network" as a new form of social relations has been studied by scientists since the 30s of the last century. According to the scientific definition, "social network" represents a social structure consisting of many nodes formed by social objects (people or organizations) and social relations between them [1].

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The fields of application of aesthetics can be classified as follows:

1. Science, field of science. Aesthetics exists as an independent discipline, but the term is also widely used in other disciplines;
2. Field of activities. A person who is practically engaged in aesthetic activities should know the aesthetic laws, have the ability, taste, and experience them. The aesthetics of the fields of activity are divided into two:

In artistic activity, all aesthetic laws of art-related fields apply. Art, design, beauty industry, cosmetics, etc.;

3. In non-artistic activities - labor aesthetics, economy, marketing, medical products, etc.
4. In the sense of aesthetic value or assessment (for example, the aesthetic assessment and value of landscapes is currently determined).
5. As a factor determining the level of quality in all areas (in various business names, brands and logos).
6. In the field of education.

LITERATURE ANALYSIS.

Aesthetic needs of a person and their transformation in cyberspace have been studied from the point of view of various social and humanitarian sciences. In the studies of the famous philosophers of the 20th century, U. Gibson, E. Kassirer, ideas were developed about the concept of "cyberspace" and its comparison with the ideas of "material world" and "virtual world". Philosophical aspects of the "Cyberspace" problem were studied by scientists such as A.R. Baryshev, O.I. Radina. In addition, the issues of "aesthetic needs" and their transformation in the computer were considered in the researches of N. Viner, R. F. Abdiev and other scientists, which motivated the actualization of all the problems of virtual science and its formation as a science. A.G. Muminov, A. Tulyaev can be included among the scientists who researched the philosophical and dialectical foundations of cyberspace in Uzbekistan.

In his views, U.Gibson analyzed the cyberspace from the point of view of collective hallucinations, graphic representation of information from the memory banks of any computer in the human system, light lines observing the visible space of the mind [2]. A. Mominov expressed his opinion in his monograph "Uzbekistan: Towards an Information Society" - "Users of the global network note the following inseparable advantages of information transmission among the reasons for such a wide spread of the Internet: transmission of information without printing; radio (by voice); television (audio+video)" [3]. In his research, A. Tulyaev emphasized the importance of researching the problems of the "virtual world" in relation to sociology, cybernetics, and medicine, and daily life activities of people are actively carried out in the "virtual community", "networked society", and "cyberspace". put forward the opinion that it is increasing [4].

RESEARCH METHODOLOGY

The article discussed the transformation of personal aesthetic needs in cyberspace. The processes of changing personal aesthetic needs in cyberspace and virtual world have been summarized. Approaches to the formation and change of cyberspace were studied.

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DISCUSSION AND RESULTS

Today, media products are being studied in the field of aesthetic activity. It is aesthetically interesting that many users access the Internet only to communicate through social networks. For such users, social networks are an absolute synonym of the Internet, because many things can be done through social networks: from pure communication to studying the media's agenda; examples include making purchases, watching and listening to audiovisual content. Global network users reached 4.62 billion worldwide in January 2022. This figure is equal to 58.4% of the world's population. The term "social network" was first coined in 1954 by James Barnes in "Classes and Meetings in the Norwegian Island Parish". According to Barnes, "A social network consists of a social structure (mathematically - a graph), a group of nodes with social objects (people and organizations) and connections between them (social relations)" [5]. That is, at first, the appearance of the concept and its research were not related to the worldwide network. However, the rapid development of society in the field of information technologies has already led to the development of social networks in the Internet space.

Social networks logically state that they have goals such as "to provide communication between people, to inform about different world news, to make friends, to help people to find their second "love", but with this they are affecting the minds of young people. it permeates popular culture and fills their minds with completely foreign romantic ideas and crude fantasies. If we look at the essence of this, we can see that someone has economic or political goals. Because after imperceptibly instilling their ideas, social networks can realize first financial, then even hidden political goals through various appeals and advertisements [6].

As part of the study, a sociological survey was conducted with the participation of 642 respondents on the topic "Effect of Cyberspace on the Transformation of Aesthetic Needs", and within this survey, respondents' opinions on the transformation of aesthetic needs caused by cyberspace and the positive features of cyberspace in the development of society were studied. . "What aesthetic need does cyberspace cover?" 34% of respondents to the question of interesting content on social networks, 22% of images with idealism, 16% of all digital products with beauty, 11% of color harmony in web design, 9% of exciting puzzles in games, and 8 percent chose cyberspace graphic design responses.

Who users in social networks can be divided into three main groups: Independent people. Representatives of this group appear on social networks very rarely - once a day, week or even a month. At the same time, they do not leave much information about themselves on the pages, sometimes they hide it altogether. They enter the network only when necessary - to look up someone's address or phone number, to respond to an important message. If he does not need to enter his page, he does not enter it. Such people usually look for their aesthetic activity and aesthetic needs in real life;

People in transition. This group of "users" access their accounts frequently - more than once a day. They don't need a specific reason for this - just the desire to "scroll" the pages of groups or friends: in this way, they get rid of boredom. In the transition stage, people usually "stand" for about two to three months, and then "jump" to the third type. In rare cases, there is a return from this stage to the "independent" stage. For this type of people, they consider social networks to be the primary quality of their life, an integral part;

Subordinates. Unfortunately, this type of social network users is the most common. Such people do not forget to update their pages every 10-20 minutes - after all, someone can write them down! The

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correspondence "about nothing" that appears can last up to an hour and completely disconnect the "boss" from reality. If I don't hear from you, I start to feel useless - what is it, no one is writing to me! This phenomenon leads to the absorption of a lot of unnecessary information into the aesthetic culture and ideological and spiritual education of individuals. Every day billions of pieces of information spread to the world through mass media are showing their new meaning. Young people have a strong interest in them, and as a result, the threat to the future of the nation is increasing [7]. Representatives of this type spend at least 6-8 hours a day on social networks and spend their lives online. It is extremely difficult for him to live a day or two without his favorite networks.

In cyberspace, the subject and the object are entering into an aesthetic relationship, which means a special type of interaction and interaction [8]. Aesthetic attitude is a sophisticated object. In fact, there is nothing that is not elegant. In cyberspace, any event has a sophisticated nature and can become an object of aesthetic attitude and sophisticated evaluation. But they must meet certain requirements: firstly, they must have a clear feeling, intuitive perception ability and ability, and secondly, this or that event must enter into human relations and relationships and gain social significance. Only then, the event in cyberspace becomes an object of aesthetic attitude, that is, it finds its value, and evaluation is a special form of understanding the value or social significance of events.

Network aesthetics is based on aesthetic attitude in manifold form [9]. An aesthetic relationship develops when it is multifaceted, and an aesthetic relationship is formed between captured moments. Such an understanding is based on the perception of the form in emotional diversity, therefore, the most important feature of the aesthetic relationship is the relationship of the subject to the object. It should not be confused with charm, which refers to the truth of a quality associated with one or another emotional variety.

Through the Internet and social networks, users can exchange desired (unverified) information and communicate with each other in an extremely free (unfiltered) manner, which has led to the emergence of "Internet culture" and the problem of compliance [9] Internet the content of social networks in the world is almost no different from the original. The only difference is that in a virtual social network, objects are not connected to each other in a real state, but in a virtual way, that is, with the help of Internet capabilities. So, they have to "live" in virtual space.

Human aesthetic needs have always been satisfied through works of art enriched with the principles of beauty. Art is also a subject of the science of aesthetics, a subject of a number of sciences, but also a phenomenon that encompasses the ontology of the human world and various forms of human activity. Later, the problems of art were studied in the context of socio-cultural phenomena, and the fact that it is the subject of a complex of fundamental scientific researches was socio-philosophically analyzed. In cyberspace, we can see that this work of art has moved to graphic design or graphic art works, and aesthetic needs are being transformed through these works of art.

CONCLUSION

Summarizing the above approach, ideas and hypotheses, the importance of cyber space tools in the transformation of aesthetic needs can be summarized in the following conclusions.

- increasing the aesthetic culture of people in social networks through the development of personal aesthetic thinking led to the formation of today's network aesthetics;

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- interest in social networks is reflected in emotions. Aesthetic feeling is the result of a person's subjective emotional attitude to the objectively expressive forms of natural and social reality, which is evaluated in accordance with the subject's perception of the social network;
- at the same time, aesthetics studies the nature of social networks, its creativity and other aspects, studies the creative essence of styles and trends in social networks;
- video games are subject to genre criteria and mass culture trends and audience interests;
- if cyberspace excites the emotions of individuals, provides harmony, beauty and attractiveness of form and content through web design, virtual games introduce them to the field of marketing through fun, usefulness, creativity, harmony and visualization, due to the development of marketing aesthetics created the aesthetics of cybermarketing, which is becoming the most profitable industry today.
- Advertising and PR create appeal with artistic forms and categories through artistic influence through broadcast images;
- social-communicative factor of marketing aesthetics - the process of product promotion in the mass media is manipulative;
- the aesthetic component of the product design (packaging, design, etc.) in the case of harmonizing the process of product development, creation and registration, defines marketing aesthetics;
- the penetration of marketing into many spheres of life reflected the aesthetic worldview, the holistic view of the inner world of a person. Today, marketing aesthetics is also the main tool for implementing an effective market strategy, and it is a factor that contributes to the formation of consumer culture and the diversification of its forms.

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