

## MANIFESTATION OF MORAL THREATS IN THE INTERNET ENVIRONMENT

Abdusalim Toshboboyev

Researcher National University Of Uzbekistan

Tashkent, Uzbekistan

**ABSTRACT:** This article discusses manifestation of moral threats in the internet environment. Countries that are more developed in terms of information, seeking to achieve informational-psychological advantage (dominance), are actively using the resources of the virtual space of the Internet and exerting informational influence on the population, on the social and technical systems of opponents.

**KEYWORDS:** Manifestation of moral threats, internet environment, information, informational-psychological advantage, informational influence, population.

### INTRODUCTION

The Uzbek segment of the Internet is gradually turning into a field of socio-economic struggle, spiritual-ideological and information conflicts. A unique feature of the Internet - the ability to quickly throw positive and negative information into the global information space (and in the case of a site registered abroad - to provide information without disclosing sources and interested parties) - is widely used by all political and ideological forces. There are more and more sites promoting popular culture and bigotry in the “cobweb”. In such a dangerous time, we recommend our young people to use only sites in the “Uz” domain. If there is a need to use websites from other domains, we would like to emphasize the need for vigilance and caution in obtaining information.

### THE MAIN FINDINGS AND RESULTS

If there is a need to use websites from other domains, we would like to emphasize the need for vigilance and caution in obtaining information. Due to the “repetition” of the real spiritual and moral life of society in the information sphere of the Internet and its strict structural and functional connection with it, the necessary changes can be made by purposefully influencing the virtual environment. Measures of government influence on the Internet environment are based on a wide range of methods and means to achieve the goals. These are, first of all, restrictive and prohibitive measures, including removal of objectionable, objectionable websites or artificial restriction of access to them (technical filtering of Internet content). Such activity contradicts international and Uzbekistan’s right to free access to information, so it is used only in extreme cases.

More humane technologies of impact on the Internet environment are anti-information technologies that do not conflict with the rights of citizens to access information, and are not anti-spiritual; involves control by authorities (primarily law enforcement) over the flow and placement of information on web pages, and then provides preventive misinformation to its users through a wide range of Internet technologies.

Also, an important direction of the process of state regulation of socio-spiritual processes is the management of public opinion in the Internet environment, which creates a positive attitude towards the authorities of different layers of the population (but, of course, active Internet users) through high qualities in the field of spirituality, advanced technologies. However, in the modern environment characterized by serious internal changes, the increase in spiritual threats, the active and widespread use of new high-tech communication tools, the expansion of the Internet, propaganda at the expense of virtual space resources, there are threats to the personal, public, and national security of our country related to counter-propaganda, implementation of disinformation, increasing the possibilities of expanding network information against the state and society of Uzbekistan.

Threats to cyber security also exist in the conditions of organizing information warfare on the Internet at the state (interstate) level of power organization. Countries that are more developed in terms of information, seeking to achieve informational-psychological advantage (dominance), are actively using the resources of the virtual space of the Internet and exerting informational influence on the population, on the social and technical systems of opponents. New challenges and threats to the national security of Uzbekistan are becoming a very serious problem for the leadership of Uzbekistan to revise the existing approaches and doctrines for the protection of national interests in the global network.

Development of the concept of cyber security of Uzbekistan and its implementation mechanisms; Targeted programs to ensure information security of Uzbekistan on the Internet; Achieving technological independence of Uzbekistan in the field of information, telecommunications and communication; development of modern methods and means of information protection on the Internet, ensuring the security of network information technologies; Creating conditions for the active development of the Uzbek Internet infrastructure; Uzbekistan's participation in global information technologies, networks and systems; creating an optimal system of personnel training in the field of information web technologies, cyber security, anti-virus software development, etc.

From the point of view of Uzbekistan, in order to win the information-ideological wars, to create special organizational-management and analytical structures to fight against ideological and informational aggression against our country in the virtual environment of the Internet, at the same time, to pay special attention to ensuring information-ideological security in cyberspace, to consider the creation of a separate structure must. It is an organizational, management and "information-analytical mechanism, it must perform information and analytical functions for the effective implementation of organizational and management work and the development and conduct of information operations (defensive and offensive).

One of the important technologies in the fight against moral security is propaganda technology. But today's modern scientific community is trying to avoid the term "propaganda", which is often taken with a negative semantic meaning. Because one definition of propaganda is the ability to influence public opinion by spreading facts, evidence, rumors, truths, or half lies. In a narrow sense, "propaganda" means spreading the ideology and policy of certain classes, parties, and the state among the masses, and manipulating public opinion.

Mass audiences are receptive to an emotional message, so you need to appeal to emotions and speak in a language that your target audience can understand. Currently, an interesting variant of the "thoughtful persuasion" technology is the promotion of information in the Internet environment with the help of hashtags. An example of this is the promotion of a certain lifestyle and behavior in the context of a complex epidemiological situation - the spread of the coronavirus (COVID-19). The main task was to spread information about the need to observe the rules of disease, hygiene and disinfection, as well as self-isolation at home. It was the need for self-isolation, conscious restriction of freedom of movement, that required the use of a very aggressive information campaign.

## CONCLUSION

Therefore, it can be argued that the chosen communicative strategy is logical and effective in order to carefully treat the period of self-isolation in the current situation. The use of hashtags as an effective lexical and syntactic method of forming propaganda in modern Internet communication allows to quickly distribute the necessary information. However, the problem of the specificity of the modern information environment remains unsolved: entering the virtual communicative space requires new requirements to take into account the interaction of communicators, not only the technologies of promotion and the impact of information on the target audience - the necessary technical means and mandatory Internet connection.

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