

## **FUNCTIONS OF BLOGGING AS SOCIAL COMMUNICATION**

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Today, the Internet is the most complete, efficient, and accessible source of information and means of mass communication [2]. But with the help of the Internet, you can not only get information but also interact with people who are at a great distance. That is, there are Internet communications that allow a person to connect with a huge number of people living in different cities, countries, on different continents [1].

One of the types of Internet communication is blogging - the process of blogging and its constant updating. Blogging is very social communication because it is a socially-oriented communication, ie a message not for one particular person, but large social groups, for the masses. The audience is anonymous because it is impossible to predict its size and who it consists of.

Bloggging is most in-demand in the age group up to 35 years. This is because, in the last few years, blogs have become fashionable and popular, so it is young people who want to emulate fashion. This fact is also explained by the beginning of career growth among young people, which contributes to the use of blogs as a source of income. Thus, blogs represent a new stage in the development of online communities. They are a special kind of communication but operate on the same principles. In general, blogs as a means of social communication - a tool for communication, as well as a platform for communication with the target audience, which has a hidden and non-aggressive nature of influence.

Consider the example of blogging functions of social communication:

– Information function – the blog transmits various information from sender to recipient or, conversely, in the form of audio, video, or audio files, supported by comments, and expressions of opinion.

– Expressive function – in the comments, blog users can give their assessment of any event, action, or deed, sometimes this assessment can be very expressive.

– Pragmatic function – blogging encourages people to take an interest in a particular topic, express their opinion, and show their reaction to what is said.

– Social function – there are different types of blogs, in which through the receipt and transmission of information is the development of cultural skills of human relationships, thanks to the information obtained in the blog, a person can change worldview, life views, morals, values.

– Interpretive function – the blog is an opportunity to understand the partner, his condition, experiences, and intentions, which he can convey through smiles, photos, videos, and more [3, 4].

In addition, there are some additional features of the blog:

– communicative – meeting interesting people.

– self-presentation – self-expression through the gradual publication of their wishes and interests.

– entertaining – spending free time, getting positive emotions, communication, the opportunity to speak out, share problems, vent anger, complain and grieve, while receiving feedback.

– creating, maintaining, and expanding social ties – the opportunity to find useful contacts – colleagues, professionals in your field or make new acquaintances with people close to your interests.

– the function of self-development and reflection - the ability to take on different roles, compensating for some compensation in some moments of real life.

– promotion of goods and services - you can find out the opinion of the audience about certain brands, as well as work to strengthen the position of goods or prevent the negative impact of feedback on the brand.

Thus, blogging is defined as a means of social communication, performing such functions as informational, expressive, pragmatic, social, and interpretive. At the same time, the blogosphere attracts, first, non-involvement, a sense of freedom, and wide opportunities for personal presentation.

### **Literature.**

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