

**THE ROLE AND IMPORTANCE OF INSTAGRAM AND TELEGRAM BLOGGERS IN
INFORMATION DISSEMINATION**

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Abstract:

This article examines the role and significance of bloggers operating on social media platforms such as Instagram and Telegram in information dissemination. It analyzes how bloggers are becoming alternative sources of information in the modern media space, as well as their influence on audiences, speed, and interactivity. The study also highlights both the advantages of blogging and the challenges related to information reliability, the spread of fake news, and adherence to professional journalism standards.

Keywords

social media, blogging, Instagram, Telegram, information, journalism, fake news

Аннотация:

В данной статье анализируется роль и значение блогеров, действующих в социальных сетях Instagram и Telegram, в распространении информации. Рассматривается процесс формирования блогеров как альтернативного источника информации в современном медиaprостранстве, их влияние на аудиторию, а также такие характеристики, как оперативность и интерактивность. Кроме того, в статье освещаются как положительные аспекты блогерской деятельности, так и проблемы достоверности информации, распространения фейковых новостей и соблюдения стандартов профессиональной журналистики.

Ключевые слова

социальные сети, блогеры, Instagram, Telegram, информация, журналистика, фейковые новости

Annotatsiya:

Mazkur maqolada ijtimoiy tarmoqlar, xususan Instagram va Telegram platformalarida faoliyat yurituvchi blogerlarning axborot tarqatishdagi o'rni va roli tahlil qilinadi. Zamonaviy axborot makonida blogerlar an'anaviy ommaviy axborot vositalariga muqobil axborot manbai sifatida shakllanib borayotgani, ularning auditoriyaga ta'siri, tezkorlik va interaktivlik xususiyatlari ilmiy asosda yoritiladi. Shuningdek, maqolada blogerlik faoliyatining ijobiy jihatlari bilan bir qatorda, axborot ishonchligi, feyk xabarlar tarqalishi va professional jurnalistika standartlariga rioya etish muammolari ham ko'rib chiqiladi.

Kalit so'zlar

ijtimoiy tarmoqlar, blogerlik, Instagram, Telegram, axborot, jurnalistika, feyk xabar

Introduction

In recent years, significant transformations have occurred in the global information space. As a result of the rapid development of digital technologies, the processes of information production and consumption have undergone substantial changes. Today, information is disseminated not only through traditional mass media—such as television, radio, and print—but also widely through social media platforms. In particular, Instagram and Telegram have become important tools in modern information exchange.

Currently, bloggers have emerged as active agents of information dissemination on social media. They not only express personal opinions but also provide rapid updates on social, political, economic, and cultural events. In this regard, blogging is increasingly being considered a new form of journalism. Telegram channels are especially effective in delivering fast news updates, while Instagram stands out for engaging large audiences through visual content.

The relevance of this topic lies in the growing volume of information circulating on social media, raising concerns about its quality, reliability, and impact on audiences. Although bloggers are known for their speed in sharing information, they do not always adhere to professional journalistic standards. This leads to the spread of fake news, misinformation, and manipulative content.

At the same time, bloggers' ability to interact directly with their audience, combined with high levels of interactivity and immediacy, has made them an integral part of the modern information environment. The popularity of social media, especially among young people, further amplifies the influence of bloggers.

The purpose of this article is to analyze the role and importance of bloggers on Instagram and Telegram in information dissemination, identify their strengths and weaknesses, and evaluate their significance within the modern journalism system.

Formation and development of blogging in social media

With the development of social media, a new category of information actors—bloggers—has emerged. Previously, information dissemination was mainly carried out by professional journalists and mass media organizations. Today, however, any user can become both a creator and distributor of information.

Instagram and Telegram play a crucial role in this transformation. Telegram channels enable the rapid distribution of news and analytical content, while Instagram allows information to be presented in a visually engaging and attractive format.

The development of blogging is influenced by several factors:

- increasing demand for information;
- speed and accessibility;
- direct communication with the audience;
- freedom of expression.

Thus, bloggers serve as important communicative bridges in the modern information environment.

The role of Instagram and Telegram bloggers in information dissemination

Today, bloggers on Instagram and Telegram play a significant role in spreading information. They not only deliver news but also actively participate in shaping public opinion.

Key advantages of Telegram:

- rapid information delivery;
- direct communication with subscribers;
- convenience for sharing large volumes of text.

Advantages of Instagram:

- strong visual impact;
- interactive communication (likes, comments, stories);
- ability to build trust through personal branding.

Information shared on these platforms often reaches audiences faster than traditional media, making bloggers a preferred source of news for many users.

The problem of speed and information reliability

One of the defining features of social media is the speed of information dissemination. However, this speed often leads to the spread of unverified information.

Bloggers do not always follow fact-checking principles, which results in:

- the spread of fake news;
- incomplete or inaccurate information;
- audience misinformation;
- negative impact on public opinion.

In some cases, bloggers use sensationalism to attract attention, which further reduces the quality of information.

Differences between blogging and traditional journalism

There are clear differences between blogging and traditional journalism. Journalism follows strict standards and verification processes, whereas blogging is more flexible and individualistic.

Main differences include:

- journalists are professionally trained, while bloggers may not be;

- journalism emphasizes fact-checking, while blogging may not;
- bloggers rely more on personal opinions.

However, there is increasing integration between the two, as some bloggers adopt journalistic practices and journalists engage in blogging.

Influence of bloggers on public opinion

Bloggers on Instagram and Telegram have a strong influence on public opinion. The information they share can shape people's views, attitudes, and decisions.

This is especially evident in:

- social issues;
- political processes;
- cultural values.

Their influence depends on trust, content quality, consistency, and audience engagement.

Information consumption culture and audience behavior

Audience behavior in the digital age has changed significantly. Users prefer quick, concise, and visually appealing content.

Key characteristics include:

- preference for short content;
- interest in visuals;
- emotional responsiveness;
- sharing without verification.

This increases the risk of exposure to manipulative or false information.

Mechanisms of Fake News dissemination

The spread of fake news has become a global issue, particularly on platforms like Telegram and Instagram.

Main causes:

- lack of verification mechanisms;
- demand for fast information;
- desire for popularity;
- attraction to sensational content.

Stages of spread:

1. emergence of false information;
2. dissemination by bloggers;
3. mass sharing by users;
4. impact on public opinion.

Ethical and legal issues in blogging

Blogging raises important ethical and legal concerns.

Ethical issues:

- violation of privacy;
- spreading unverified information;
- offensive content;
- lack of source attribution.

Legal aspects:

- responsibility for misinformation;
- copyright compliance;
- protection of personal dignity.

Personal branding and trust

The success of bloggers largely depends on their personal brand.

Key factors:

- consistent quality content;
- transparency;
- audience engagement;
- reliability.

Trust determines the influence and credibility of bloggers.

Integration of digital journalism and blogging

The boundary between journalism and blogging is increasingly blurred.

This integration appears in:

- journalists becoming bloggers;

- bloggers collaborating with media;
- use of new formats (vlogs, streams, stories).

Future prospects of blogging

Blogging is expected to grow further with technological advancements.

Future trends:

- stronger content regulation;
- professional standards;
- improved media literacy;
- better anti-fake mechanisms.

Conclusion

The analysis shows that bloggers on Instagram and Telegram have become key actors in the modern information space. They play a vital role not only in disseminating information but also in shaping public opinion and influencing social processes.

Their strengths include speed, interactivity, and engaging content formats. However, challenges such as misinformation, lack of fact-checking, and sensationalism remain significant.

The boundaries between blogging and traditional journalism are becoming increasingly blurred, leading to a hybrid information model.

Based on the study, the following recommendations can be made:

- establish ethical and professional standards for bloggers;
- strengthen fact-checking practices;
- improve media literacy among audiences;
- consider legal regulation of blogging activities.

In conclusion, bloggers have become an integral part of the modern media ecosystem, and their influence is expected to grow in the future. Therefore, it is essential to study this field further and develop strategies to improve information quality.

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