

**REPUBLIC OF AZERBAIJAN**

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**ABSTRACT**

of the dissertation for the degree of Doctor of Philosophy

**NEW MEDIA IN THE INTERNATIONAL INFORMATION  
SPACE AND ITS IMPACT ON SOCIAL - POLITICAL  
PROCESSES IN AZERBAIJAN**

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## INTRODUCTION

**Relevance and degree of scientific development of the topic.** Development of information and communication technologies at the end of the twentieth century and the beginning of the twenty-first century has become an important element in many aspects of social life and has led to the emergence of new media, which is used by the majority, and to change public life, habits and behaviors. New media, which is considered as an "interactive product" of real-time, interactive and multi-layered digital technology, attracts scientific and political attention as a current issue that expands its role in the socio-political communication process. The factors that make the problem under study relevant can be grouped as follows.

*First*, new media has created a new field of production that encompasses traditional processes and tools for the preparation, processing and delivery of new information in the political, social and economic fields to a specific audience. The main feature of the new media, which appeals to a wide audience and attracts attention in terms of theory, science and practice, is that it has advantages over traditional media types.

*Secondly*, the rapid development of new information processes necessitates the emergence of a new system of political relations in the formation of the global information space and society. It is not possible for the new media not to affect the social and political spheres, as well as the internet, which is said to have profoundly affected social life and caused many changes.

*Third*, depending on the belief that the new media will bring about political change, there are views on "participatory democracy" and the formation of a new public sphere in the field of politics. It is emphasized that the new media will remove the restrictions created by the traditional media in the field of public opinion and create a new society or "alternative society" open to the participation of everyone. The new media, which completely changed the communication process, reduced the role of social status determining factors and made it possible for individuals to communicate with people, groups or the general public with limited opportunities. In our recent history, the influence of the new media has been seen in

the Arab Spring, Occupy Wall Street, Gezi Park events, the 15 June political coup attempt in Turkey and other events witnessed by the world.

*Fourth*, new media is one of the most important factors affecting and directing the socio-political processes in Azerbaijan. The wars of April 2016 , the 2018 presidential elections, the coronavirus pandemic that started in 2019 and spread all over the world in 2020, and the 44-day Karabakh Patriotic War, which was written in our glorious history as the most important event in 2020, can be considered as a test of the power of the new media.

*Fifth*, the internet and new media, which provide endless information to users regardless of time and place, have powerful effects and mechanisms, facilitate citizens' participation in political processes, create a discussion platform through social media, alternative voting and the diversity of the society and thus democratization of the political system. factors that make it meaningful. The new media's ability to provide greater independence, equality, diversity, interaction and participation is on the base of these claims.

*Sixth*, The national leader of the Azerbaijani people, Heydar Aliyev, has always praised the media and democracy, freedom of expression and thought: *"Continuing Azerbaijan's progressive media traditions and enriching it with contemporary international experience, improving the material and technical condition of the media, establishing the rule of law, establishing and developing civil society, and effectively using democratic reforms are among the main goals of our state policy."*<sup>1</sup> From this point of view, the means of expression of the new media, which serve the formation of an independent political consciousness, are among the issues that motivate the research of the subject.

New media, one of the attributes of the 21st century, has become one of the main research objects of world researchers since the last quarter of the last century. In 1964, McLuhan, who gave a

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<sup>1</sup> Əliyev, H.Ə. Müstəqilliyimiz əbədidir: [46 cilddə] / H.Ə.Əliyev. – Bakı: Azər nəşr, -c.23. -2008. –s .480.

scientific explanation of the concept of media, described the principles and functions of traditional media as a major force in policy management. Since the 1980s and 1990s, McLuhan, Michael Heim, Andrew J. Glass, Fernback Jan, David Porter, and Robert M. Shields were among those who emphasized the importance of media as a political platform for exploring new media and political relations<sup>2</sup>. Since the beginning of the century, the examination of the features of web technology, the emergence of social media and its formation stages as a freedom of expression platform, participation in political processes through social media have been reflected in the works of Brown Rob, Tim O'Reilly, Best Samuel J. and Krueger Brian S., Mark Brigs, Kalan Andreas M. and Micheal Haenlein, Carpenter Chistopher J. <sup>3</sup> Recent researchers Geert Lovink, Guy Kawasaki, Ben H. Bagdikian, Shiv Singh, Stephanie Diamo, Vahab Goksu, Himmet Hulus, Cem Yasin, Burak Doghu, Funda Gulech Yalcin and others have not only researched new media<sup>4</sup>. They also contributed to learning about the changes this concept has created in the life of the community, especially its role in political processes.

Russian scientists O. Stins, Van Fuht, Natalya Loseva, Anton Denikin, D. Brekenridge, and Kkan MD Abdul Kabil explored the

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<sup>2</sup> McLuhan, M. Understanding Media: Extension of Man. - New York: McGraw-Hill, - 1964. - 396 p.; Heim, M. The Metaphysics of Virtual Reality. - Oxford: Oxford University Press, - 1994. - 208 p.; Andrew, J.G. On-line Elections: The İnternet's İmpact on the Political Process // Harward İnternational Journal of Press, Politics, - 1996, v.1, No 4, - pp.140-146. etc.

<sup>3</sup> Rob, B. Public Relations and The Social Web: How to Use Social Media and Web 2.0 in Communication . - Philadelphia: Kogan Page, - 2009. - 182 p.; O'Reilly, T. What is Web 2.0. Design Patterns and Business Models for the Next Generation of Software // MPRA Munich Personal RePEc Archive. MPRA Paper No.4578, - German: University Library of Munich, - March, - 2007. v.65, No 1, - pp.17-37.; etc.

<sup>4</sup> Gökso, V. Kamusal Alan ve Siyasal Katılma Mecrası Olarak Sosyal Medya / V.Gökso. - Konya: Çizgi Kitabevi, - 2016. - 206 s.; Himmet H. Yeni Medya Geleceğın Gazeteciliğı / H.Himmet, C.Yaşın, - Ankara: Ütopya Yayınevi, - 2017. - 352 s.; Siyasetin Yeni Hali: Vaka-i Sosyal Medya / Editör: H.Tanıttıran - İstanbul: Kalkedon Yayınları, - 2014. - 170 s.; Yalçın, F.G. Küçük İşletmeler için Sosyal Medya / F.G.Yalçın. -İstanbul: Ezgi Matbaacılık, 3.Baskı, - 2018. -324 s. etc.

new media in terms of news and journalism as the main tool for forming public opinion<sup>5</sup>.

Although the emergence of a new media concept coincided with the beginning of the century, its potential for influence has increased over time, and for this time, the subject of new research has begun to attract attention. While New Media is in the area of interest of researchers, it's not as well explored as it is abroad. However, some of the scholarly works and textbooks by Aynur Bashirli, Osman Gunduz, Qulu Maharramli, Zaur Babayev, Hikmet Babaoğlu and others have been found in certain episodes on the subject<sup>6</sup>.

The novelty and diversity of the subject have attracted the attention of many researchers. Its connection with social and political processes, and its direct influence on changes in the life of society has led some researchers to search for relevant topics in their works. Hamid Valiyev, Nasir Ahmadli, Sabir Mammadli, İlham Mazanlı, Vugar Aliyev have studied such topics as information society, its influences, traditional media interactions with new media, information manipulation, international media systems, mechanisms of influence of media and political processes. The results were reported to the scientific community<sup>7</sup>.

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<sup>5</sup> Стинс, О. Ван Фухт Д. Новые Медиа / О.Стинс, Д.Ван Фухт // Вестник Волгоградского государственного университета, - Россия: Волгоград, -2008, серия 8, вып 7, - с.98-106.; Как новые медиа изменили журналистику 2012—2016 / Под редакцией С.Балмаевой, М.Лукиной . - Екатеринбург: Гуманитарный университет, - 2016, - 304 с.; Деникин, А.А. О некоторых особенностях новых медиа // Художественная культура. Электронное периодическое рецензируемое научное издание, - 2014. серия 4, вып. 13, - 8 с.

<sup>6</sup> Bəşirli, A. Yeni Media Jurnalistikası / A. Bəşirli, X. Cavadova, S. İzzətli - Bakı: Avropa Şurası, - 2017. - 67 s.; Gündüz, O. İnternet. Azərbaycan internet resursları / o. Gündüz. - Bakı: Multimedia mərkəzi, - 2010. - 416 s.; Məhərrəmli, Q. Jurnalistikanın əsasları / Q. Məhərrəmli. - Bakı: Qanun, - 2012. - 436 s.; Babayev, Z. Azərbaycan media mühitində onlayn jurnalistika. Dərs vəsaiti. / Z. Babayev. - Bakı: Bakı Universiteti, - 2018. - 245 s.; Babaoğlu, H. İmperializm və media / H. Babaoğlu. - Bakı: "MSA", - 2013, - 192 s.

<sup>7</sup> Vəliyev, H. Xarici ölkələrin jurnalistikası tarixi. Dərslik. / H. Vəliyev. - Bakı: Tuna, - 2014. - 640 s., Əhmədli, N.A. Kütləvi informasiya vasitələri xaricə siyasi

Ali Hasanov, Aghalar Abbasbeyli, Arif Agharzayev, Novruz Bakirov, Rovshan Nagiyev share the theoretical provisions of political science on social history as a broader media and political relationship. They have done important scientific work in defining their role in political processes<sup>8</sup>.

**Object and subject of research.** The objects of research include the use of new media in the organization of socio-political processes in the international community and the solution of emerging social problems, the subject of which is radical change in the activities of political leaders and actors, internet journalism, social media, social networks and more, the political content and features of the impact of Internet resources on the dynamics of political processes in society.

**Goals and objectives of the study.** The aim of the research is to identify the role of new media and its types, especially social media, in the changing policy and public opinion, and the impact of the referral process through social media. To achieve this, the applicant sought to perform the following specific tasks:

- Conceptually analyze the essence of theoretical and methodological provisions that have been identified so far as the subject of social and political processes in societies; to define the role of the new media in the political communication system in

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təbliğat sistemində / N.A.Əhmədli. - Bakı: Bakı Universiteti, - 2004. - 76 s.; Məmmədli, S. Avropa Şurası və ATƏT-in media siyasəti / S.Məmmədli. - Bakı: Elm və Təhsil, - 2018. - 168 s.; Mazanlı.İ. KİV millətlərarası və dövlətlərarası münasibətlərin təkmilləşdirilməsi faktoru kimi / İ.Mazanlı. - Bakı: Renessans, - 2017. - 624 s.; Əliyev V. Azərbaycan internet mediasında bilgi manipulyasyonu problemi: neticeler ve çözüm yolları // İletişim Çalışmaları Dergisi. İstanbul Aydın Üniversitesi. - 2016, cild 2, №2, - s.117-126.

<sup>8</sup> Həsənov, Ə. Müasir beynəlxalq münasibətlər və Azərbaycanın xarici siyasəti / Ə.Həsənov. - Bakı: Azərbaycan, - 2005. - 752 s.; Abbasbəyli, A.N. Dünya siyasəti (XX əsrin ikinci yarısı-XXI əsrin əvəlləri) / A.N.Abbasbəyli. - Bakı: Nurlar, - 2011, - 584 s.; Ağarəzeyev A., Bəkirov N., Nağıyev R. Politologiya və beynəlxalq münasibətlər / A.Ağarəzeyev, N.Bəkirov, R.Nağıyev - Bakı: Hərbi Nəşriyyatı, - 2014, - 320 s.

Azerbaijan, to identify the characteristics of the impact of the dynamics of the development of social and political processes;

-to clarify the political and legal regulation of the New Media in the modern society of Azerbaijan; to study the content and interaction of public and political subjects and media in society; to study the mechanism, forms and methods of participation of the New Media in political processes;

- to determine the scope and mechanism of action of the elements that shape political thinking and public opinion; study the functions of the new media in the activities of political and public opinion bodies; to examine the impact of negative or positive social media on the process of changing political and social conditions in Azerbaijan;

- to define more effective functions of traditional and new media; to monitor the role and direction of opinion as a source of power in a single community created and directed by social media; justify the role of the New Media as the dominant political communication channel in political processes in our country;

- Develop appropriate recommendations for improving the interaction of the state authorities and civil society with the media, etc.

**Research methods.** Observation, analysis and synthesis, comparison, systematization, classification and survey methods were used in the thesis. The content analysis method allows a comparative analysis of speeches made by political actors at different times to focus on changes in political thought and processes. The survey method allows users to examine their active participation in political processes through new media. In addition, the research object includes the approach of international journalism, international law, political science, international relations and political science, as well as special political research methods and theoretical-methodological methods specific to different branches of science. The author also used the general scientific knowledge approach, methodological and scientific results used in domestic and foreign scientific research studies related to the study and scope of the problem, and



consistency and systematization methods to identify specific scientific aspects.

**Main provisions for the defense.** The main provisions of the dissertation are as follows:

1. Development trends of new media in the global information space;
2. The potential of new media to encourage citizens to participate in political processes;
3. The emergence of new media in a range of political activities such as racial and religious discrimination, immigration, international security, environmental protection;
4. Different dynamic competition created by the new media in the election process and possibility of speaking from a single tribune at political protests and organizing;
5. Influence mechanism of new media in the formation of democratic values;
6. Digital solutions to social problems through new media;
7. The political impact of the new media, its role in the processes taking place in the political arena, the innovations it brought and the changes it caused are the main provisions defended in the research.

**Scientific novelty of the research.** The thesis examines the new media and its impact on socio-political processes and systematizes current trends in this direction. In addition,

- The transformation of the new media into an influential factor in the creation and dissemination of political news in Azerbaijan is based on certain historical events;

- The limitation of the ability of political actors to keep information confidential in modern times is determined by the potential of world leaders to use social media;

- The new media's making democratic political regimes more fragile and accountable has been analyzed in the context of political unrest;

- The fact that the new media cause political polarization as one of the main factors influencing the behavior of politicians is confirmed by the mechanism of web technology;

- Two important aspects of new media in Azerbaijan: accessibility for use and diversity of user-generated content has been analyzed by the activities of political actors;

- The principles of simultaneous activity arising from the nature of new media and creating conditions for the spread of misinformation and their effects on the audience were determined;

- The tendency to encourage people to participate in elections, to communicate with government officials, participation of citizens in a number of political activities, such as voluntary participation in protests, were analyzed on the basis of US and Western election campaigns;

- The strategies of using the new media as a means of pressure and propaganda in authoritarian regimes are based on the example of political movements in the Middle East.

**Theoretical and practical significance of the study.** The results of the thesis are based on the regulation of political processes, election campaigns or emergencies, maintaining public balance, facilitating the social activities of the population, establishing more transparent relations between the authorities and the public, identifying achievements in science, education and other fields, and revealing the importance of a free media system free from censorship. It can be an important resource to extract and implement.

The research work and author's scholarly articles published in prestigious journals on the subject can serve as a source for a variety of media representatives, particularly practical journalists and new media researchers engaged in political journalism. Based on the results of the research, it can be used to train experts in the field of international journalism, as well as to teach new media, social media, media and policy courses in higher education and to conduct research in this field.

**Approbation and application of the study.** Scientific-theoretical provisions and results of the research are reflected in the author's articles on the subject published in prestigious scientific journals published abroad and in the country, thesis and reports at local and international scientific conferences.

**Organization in which the thesis has been carried out:**  
Baku State University.

**Total volume of thesis.** The thesis consists of an Introduction (20000), I chapter (60000), II chapter (120000), III chapter (100000), conclusion (20000) and bibliography (42000) with a total volume of (362000) characters.

## THE MAIN CONTENT OF THE STUDY

The first chapter, entitled “**New Media and Socio-Political Processes: A Theoretical and Methodological Approach to Research,**” explores the new media conception, formation, features and functions, and reveals the general and distinct features of traditional media, the technological development of the Internet.

The first paragraph of this chapter, “**The Principles of Formation and Functioning of New Media**”, examines the transformation of web technology and the principles of new media. The stages of the transition from traditional media to new media, which determined the boundaries of new media in its formation period, were mainly determined by expanding access to the internet.

Controversial issues arise when Western researchers systematize the categories they attribute to new media. The common feature of the elements in the concept of new media is that it is integrated with the development of information and communication technologies. That is, the popular concept of new media is based on its distribution and presentation, not its production using a computer. There were also different approaches. Irish scholar Stephen Quinn saw the future of journalism not in paper or electronics, but in knowledge itself. In describing the boundaries of new media, it can be concluded that new media is a convergence of two separate historical trajectories (computing and media technology).

Azerbaijani and Western researchers have shown that there are different principles regarding the activities of the new media. American researchers Nicholas Gane and David Beer identified five concepts of new media: networking, information dissemination, archiving, interaction, and simulation. Another American researcher,

Lev Manovich, took a different approach, arguing that new media has functions such as interaction and hypertext, and has five principles: digital presentation, modularity, automation, variability, and cultural coding. Aynur Beshirli, who works on new media in Azerbaijan, talked about the concept of "prosumer" and drew attention to the user-generated content of new media.

Analysis of the authors' concepts shows that the negative impact of the current innovation on the professionalism of journalists has received more attention. And it's no coincidence that during the formation of new media, the management of Sky News, a major British media company, had to ban its employees from using social media for a while in order to maintain professionalism.

In the second paragraph of the chapter entitled **“Effect Mechanisms of Social Media on Audiences”**, examines the concept of social media, its opportunities, threats, advantages and disadvantages, and the innovations offered by this new form of social interaction.

New media technology is a media system that has been transformed from one-sided information dissemination to two-way and simultaneous information dissemination. More precisely, it is a form of communication in which the limitations of time and space are removed. This form of social communication, which is a result of technological development, has a structure consisting of words, visual materials and sound effects.

According to German researcher Torsten Quantum, the media finds its expression in the new media as "online journalism". This is a type of journalism in which information is published online and the first examples are published in the media on the Internet.

The study examines the impact of new media on audiences from five aspects: personal, social, economic, legal and political. The individual impact of new media on people is classified in three ways: the creation of digital identities (digitalization) in the virtual world, socialization with interactive communication capabilities (interaction), and the benefits created by the infinity of time and space, individually affect each person.

The social impact of new media is understood as users socializing, forming groups and creating virtual communities.

As for the economic impact of new media, the displacement of advertising and marketing, PR campaigns, commerce and online shopping is seen as a result of the economic impact of new media.

One of the controversial issues today is the legal regulation of the internet. The legal impact of new media requires state-building and protection of security. At the same time, the new media expanded the rights to receive and transmit information.

The political impact of new media, which is the pillar of the research, is measured by active political activism, its ability to change the landscape of political processes and mobilize the masses.

The last paragraph of the first chapter, "**The role, nature and trends of new media in the global information space**", examines the features that characterize and generalize new media and distinguish it from traditional journalism. The features of websites, web archives, newsgroups, e-mails and other types that form the basis of new media were mentioned. Key features of new media can be defined as digital, hypertext, interaction, networking, virtuality and simulation.

Functions of new media are one of its characteristics. The functions of both traditional and new media are similar in one way or another.

The knowledge transfer function is the main function of new media. Information spread over a wide area such as the Internet can be open-minded, objective, subjective, primary or intermediate.

The new media combine the functions of education and information. It encourages people of different social status to learn directly or indirectly through content by educating them on various topics.

The entertaining function of the new media is information and education in the programs. The combination of entertainment and information is called conscious entertainment. At the same time, the concept of edutainment emerged with the inclusion of education in entertainment programs.

As for the socialization function, socialization is a cultural transmitter. New media play a large role in the dissemination and transmission of a global culture, also known as Internet culture or information society culture.

With the function of personal assistance in finding a new job, checking bank accounts, booking tickets, communicating with family, friends and colleagues, learning new skills or navigating an unfamiliar place, new media serve our personal needs every day.

The development of new media has complicated the political media. New media is constantly evolving and expanding, encompassing websites, blogs, video sharing platforms, digital apps, and social media, while trying to maintain a stable format of traditional media. New media can transmit information directly to individuals without the intervention of editorial offices and institutions. Thus, the new media, with its unique features, brought instability and unpredictability to the political communication process.

The second chapter of the dissertation titled "**Common action and interaction problems in the transformation processes in society**" constitutes the main pillar of the questions regarding the role of new media in forming public opinion and its impact on political processes.

The first paragraph, titled "**Social Media and its Deepening Impact on the Political Environment**", includes the use of social media for political purposes, political microblogs, and expression of political processes on social networking sites, the concept of social media by political actors and other issues.

The influence of social media on the political landscape is characterized by its ability to shape public opinion. Public opinion can be expressed as the common opinion of a large part of the society on a particular issue. According to Munci Kapani, who studies human rights and social freedoms in Turkey, public opinion was once the dominant view of a group of people interested in a conflict.

There are two stages in the formation of public opinion. The first stage is the delivery of information, and the second stage is the receipt and acceptance of the delivered information. In both stages,

the interaction of new media plays an important role in the conscious evaluation of information by the society. The formation of international public opinion in line with national interests depends on the support of diplomatic measures and the correct use of this tool in mobilizing foreign active groups.

It is an accepted fact that the new media are used as the main propaganda tool in shaping public opinion in the political arena. Kimball Yuang defines propaganda as *"an intentional activity that is premeditated and uses a systematic set of tools and symbols, including psychological methods, to control thoughts, opinions, and values and ultimately change behavior in a particular direction"*<sup>9</sup>.

Therefore, social media can be considered as an important political propaganda tool by presenting the news in a simple way, which is formed by the majority and understood by everyone, periodically repeating short and comprehensive ideas and putting them into the subconscious.

The increased ability of Facebook and Twitter to influence the public, which are important social media platforms, has expanded the use of media in the political context, including political institutions and people (politicians, political parties, political foundations, etc.). *"Especially new media is an indispensable tool for politicians during elections"*.<sup>10</sup>

The second paragraph is titled **"The Manifestations of the Globalization Process in Social Media"**. An overview of the globalization process gives information about the synthesis of social media with this process and its transformation to a large part, the place and role of social media in political movements and the resulting revolutions.

One of the defining features of the globalization process is the rapidly growing technological development and the expanding global

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<sup>9</sup>Babaoğlu, H. Dünya siyaseti və beynəlxalq münasibətlər / H.Babaoğlu. - Bakı: Çinar-Çap, -2010. - 568 s., -s.355.

<sup>10</sup>Polat, F., Subay Ö.Ö. 2014 Yerel Seçimlerinde Sosyal Medya Kullanımı: 16 Büyükşehir Belediye Başkanlığı Seçimi Örneği / F.Polat, Ö.Ö.Subay // The Journal of Academic Social Science Studies: International Journal of Social Science, y.1, №43, - 2016, - pp.149-174

information society. The concept of information society is understood as the degree of development of modern civilization. With the creation of the global information space, the growth of information and communication media is characterized by the increasing role of information in society.

The demand for information products or services determines the effective exchange of information between people and their access to the world's information resources. Thus, one of the reasons for the transition to the international information society has been the development of internet media or new media.

The development and formation of the Internet has expanded the connections between people and new media. As a result of globalizing electronic communication, geographical distances between people have shortened. The American economist and journalist Frances Chairncross described this great development in 2001 as the death of distances. According to him, new media reduces the importance of physical space for our social relations and completely eliminates the link between physical space and social space. U. Eco's concept of the "global city" for the world also shows that the concept of local communication is gradually disappearing in modern times, because even the smallest message can affect many countries and people in a very easy relationship.

To clarify what new media serves in politics, it is sufficient to look at the place and role of social media in the activities of leading world leaders. One of the first leaders to take advantage of new media, Obama is one of the presidents who started his political career through social media. Social media, which played a major role in the election of the President of the United States, later began to direct the leaders of many countries in this direction. The concepts of Trump, Putin and Erdogan's use of social media are remarkable in this regard.

The third paragraph of the thesis titled "**New Media as the Driving Force of Political Confrontation**" examines the importance of new media behind the social background of political movements in the Middle East and the beginning and course of social revolutions. At the same time, the opportunities and reasons created



by the new media during the political coup attempt in Turkey are also discussed as the main problems.

Revolutions sparked by social media are of great importance in the new historical process. One of the biggest events of this century was the popular uprisings in the Middle East.

The role of the internet in spreading waves of protest in the Arab world and the overthrow of authoritarian regimes in Egypt and Tunisia shows that social media has influenced political organizing strategy. Thus, the breadth of political participation is proportional to the digital media individuals are exposed to and used. It can be concluded that the Internet has expanded the repertoire of collective actions of actors formed in social movements and local organizations.

Political literature sharply distinguishes riots within democracy from protests under the influence of authoritarianism. *"Democracy is generally seen as a system in which non-violent political protests are seen in mass movements that are at the center of the main opposition's policies to make their voices heard"*<sup>11</sup>. On the other hand, in an authoritarian regime, it is very difficult to coordinate and organize civil protests. One of the main problems is that authoritarian regimes, unlike elites, do not have control over the weapons, personnel and other political resources of ordinary citizens.

In the last 50 years, four waves of international anti-regime movements have been observed in various parts of the world: regime change and popular opposition in Latin America in the 1970s and 1980s; the expansion of problems within the Communist Party in the USSR and Eastern Europe in 1989-91; The "color" revolutions in post-Soviet European and Asian countries in 1996-2005 and finally the protests in the Middle East and North Africa.

The American political scientist M. McFaul emphasizes that the mass civic protests that emerged as a distinctive feature of the

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<sup>11</sup> Skocpol, T. States and Social Revolutions; A comparative analysis of France, Russia, and China // Cambridge University Press, - 1979, - 70 p., page 56.

"fourth wave of democracy" are not like the waves of transition to democracy created by the elite<sup>12</sup>.

What amazes Middle Eastern experts is that the Tunisian revolution was created by a broad coalition of social forces, made up of the poor peasantry and alienated intellectual elite from the urban middle class. It would not have seemed possible for these forces to come together without modern communication technologies and social media. Otherwise, a bridge that can cross geographical and social distances is unlikely.

Finally, the fourth paragraph titled **“Involvement of New Media in Increasing the Effectiveness of Modern Election Processes”** examines new models and methods of election campaigns, emerging media outlets and the impact of new media on electoral processes.

Although the regulation of the media's impartial and balanced coverage of the election process is seen as a positive development, ultimately the format of the election news depends on the professionalism and independence of the media organization. Public broadcasters should be established on the basis of stable legislation and their independence should be guaranteed by the text of the law and the spirit of the law should be respected. Experience shows that in such cases strict regulation of the selection scope is not necessary.

Practical examples in this area differ. In Denmark, Finland and the Netherlands, private broadcasters are not obliged to broadcast political issues. The broadcasting principles of private broadcasters in Germany are specified in the Broadcasting Agreement. It states that programs on current issues should be in line with the known principles of journalism, be independent and objective, and reflect the pluralism of ideas in the society. In Switzerland, the relevant norms have been developed in some detail. Journalists have a responsibility to be objective and reflect the diversity of opinions. Relevant Italian legal regulations require

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<sup>12</sup>McFaul, M. Russia's Unfinished Revolution, Political Change from Gorbachev to Putin / M.McFaul. - United States: Cornell University Press, - 2001. - 400 p.

private broadcasters to ensure equal treatment in election information programs and services.

In modern times, there are versatile communication conditions for election campaigns. The media system has moved from a traditional journalistic model, in which important news is delivered to a wider audience, to a limited broadcasting model that targets a specific audience. The stages of application of new media in elections in American studies are presented as follows.

-Traditional media, traditional politics (1992-1994): established non-political and entertainment media forms communicate in elections and web campaigns are primitive.

-New media, traditional politics (1996-2006): The development of the Internet facilitated the development of new communication campaigns with effective and interactive opportunities.

-New media and new policies (after 2008): There is an expanded use of digital technology for interactive information exchange, networking and community meetings, collaboration and social media campaigns.

Thus, the new media provided a visual representation of the evolution of the election and allowed the dynamics of the election process to be followed. Key features of new media in the selection process are interaction and the ability to encourage audience members to participate in the election. New media is also flexible and adaptable and can be incorporated into a wide variety of campaigns.

The third chapter titled "**Participation of New Media in the Formation of Modern Azerbaijani Society**" examines the current problem from the perspective of Azerbaijan.

The first paragraph, titled "**Integration of State Structures into the Information Society and Legal Regulation of New Media in Azerbaijan**", examines the adaptation of state structures to the new media, electronic activities, adaptation to new requirements, according to the decrees and orders issued by President Ilham Aliyev in the last ten years. In addition, the legal basis of the new media in Azerbaijan and the interpretation of the new "Media Law" are given.

Cooperation of the Republic of Azerbaijan with international organizations and participation in regional projects has had a positive impact on the country's internet access potential and the development of regional and global communication. Supported by the 64th session of the UN General Assembly on 21 December 2009 and envisaging the construction of a transnational fiber optic line connecting Western Europe and East Asia, the Trans-Eurasian Super Information Highway and 8 June 2011 Middle East Information Highway projects provided widespread access to the Internet in the country and contributed to the development of national content.

The process of influence of modern information and communication technologies on the activities of state institutions in Azerbaijan began after the decree of President Ilham Aliyev on May 23, 2011 "On certain measures in the field of regulation of e-services of state institutions". On 14 March 2018, a new presidential decree "On measures for the development of e-government and the transition to digital government" laid the foundation for a new stage in the use of e-services. The decree foresees the establishment of a single regulatory body in this field and taking the necessary measures to improve "e-government" activities. Presidential Decrees and Orders serve to accelerate the integration process into the information society, regulate the effective functioning of electronic services, expand the possibilities for citizens to benefit from public and private sector services, strengthen information exchange and security.

The Presidential Decree "On the deepening of media reforms in the Republic of Azerbaijan" of January 12, 2021 laid the foundation for an important stage in the legal status of new media. With this Decree, the Media Development Agency of the Republic of Azerbaijan was established as a public legal entity, and one of the main issues on its agenda was to fill the gaps in the legal regulation of the new media and to create a legal framework. The first step in this direction was the preparation of a new law on media. The law was adopted at the third reading of the Milli Majlis of the Republic of Azerbaijan on December 14, 2021 and was approved by President Ilham Aliyev on February 8, 2022.

In Article 1 of the Law, it is stated that “Online media is media that disseminates mass information in written, audio, visual or other electronic (digital) form on a website, excluding audio-visual media and printed media”. The sixth section of the law is called "Print media, online media and news agencies". As can be seen, new media is defined as "online media" in the law.

The second paragraph, titled "**The Crisis of Democracy: Political Controversies and New Media Policy**", reflects the media's use of social media in political scandals, the role of the media in the management of the political system, and the impact of new media on politics and public opinion.

The crisis of democracy can be seen when political parties refuse to represent certain classes, violate the existing boundaries in the struggle for power between right and left political groups, the problems of daily life in middle-class societies come to the fore, and the ideological and economic tools of the state lose their importance.

The role of new mass movements is great in the emergence of a crisis of law and democracy in the world. The media, which provides the dominant link between public opinion and politics, has started to have an effect that manages and directs these areas over time with the possibilities of technology. As a communication tool, the media has become a power that affects the formation of social structures and has played an active role in creating a new balance in society. In this sense, new media is seen as a system with no alternative, which is obligatory by society, serving politics and society. The masses organized around the idea created in the new media show that they can direct the attention of the society in the desired direction.

Media which plays an important role in the management of the democratic system in the political field has the function of managing and changing this process. Unlike traditional media, new media not only conveys the messages of politicians to the public, but also controls the political system. Traditional and new media serve to provide political information to the society and increase the level of political interest.

In the new strategy of political activity, the person-leader is one point ahead of political parties and political organizations. A positive or negative opinion about a political actor in a citizen's mind plays a decisive role in the politics of the individual. The source of this concept, which appears as the "Americanization" process in Western studies, is the perception of the citizen. The opinion of the public about a political party is formed by the leader and his representative in the media.

According to Western researchers, media coverage of political disputes in the past was the responsibility of certain groups. New media forms have broken this monopoly. Citizens had the opportunity to learn about very serious political disagreements through the new media. Thus, the role of discussions and scandals in the political process has reached a different dimension through social media. The term "scandal" is used *"to describe actions and events that are known to the public and cause massive protests, which are the result of gross violations of important values, norms and ethical principles in society"*<sup>13</sup>.

From this perspective, while there is a certain similarity between the concepts of scandal and the concepts of corruption or abuse of power, they are not exactly the same. Corruption and abuse of power in the political arena can be described as a scandal in the media. In this sense, media scandals can be defined as the presentation of personal protests and events that occur as a result of shameful events and that are announced to the public through the media, leading to significant changes in ideological and cultural fields. The media, which plays an important role in the management of the democratic system in the political field, has the function of managing and changing this process.

The third paragraph titled **"New Media Serving the Activities of Terrorist Organizations"** analyzes the use of digital technology in terrorist activities. While the new media lists Daesh, Taliban and Al Qaeda as the top terrorist organizations and their activities are equated with Islam, search engines provide little

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<sup>13</sup> Sosyal Medyada Kriz Yönetimi. <http://www.sosyalmedyahaber.com> 08.10.2018

information about a terrorist organization linked to Christian countries. The scene in the new media consists of terrorist acts carried out by Muslim terrorist organizations in Christian countries, and this misunderstanding is spreading through the new media. For example, there is no information on the internet about the terrorist organization ASALA, which has been committing crimes against Azerbaijan and Turkey for years. However, local and Turkish studies make strong claims that ASALA militants still operate within the PKK terrorist organization.

It can be concluded that the fight against a terrorist organization is not a simple event that will take place in the real world with weapons. In order to be able to fight terrorist organizations, it is necessary to put an end to the digital propaganda activities of the organization. International social networks and websites need to develop a new surveillance system for terrorist propaganda and respond promptly to requests for intervention from states. In order to prevent people from accessing real information and joining terrorist organizations, planned and systematic counter-propaganda activities should be carried out against the propaganda of terrorist organizations. At the same time, media literacy textbooks should be updated and developed, and awareness of counter-terrorism should be created among young people, including the issue of digital propaganda. In addition, the religious concepts used by terrorist organizations to deviate from the real meaning should be explained by the authorities, people should have easy access to accurate information, and religious education given through official institutions should be expanded and strengthened.

The false statements by Western politicians and media, through a number of terrorist organizations, especially about Islam, which equates Islam with terrorism, must be prevented. Expressions such as "Islamic terror" and "Islamic terrorist", which are seen as an unfair and unjust approach towards Muslims, should be removed from the journalist's texts and find their true expression when referring to Western media. The same is true for the concepts of "Islamic", "Islamic state", "Islamic media".

Current realities show that new and more effective strategies need to be developed for the prevention of terrorists in social media and society, including terrorism.

The last paragraph of the third chapter is titled "**The Spread of New Media Understanding in Azerbaijan and Its Impact on Society**". It is important to bring socio-political issues to the agenda in the new media and to the points that new media organizations should pay attention to when addressing important issues for the Azerbaijani people. In addition, media literacy, journalistic commitment and cyber attacks are examined in the context of historical events.

The immediate reaction of the relevant institutions to the issue covered in the social media, the serious approach of the state institutions to the issues that come to the agenda and their timely resolution show that new media forms play a role in the solution of social problems in Azerbaijan.

The wars of Karabakh in 2014 and 2016, the "44-Day Patriotic War" in 2020 can be characterized as the period of understanding the professional responsibilities and obligations of journalists working in the new media in Azerbaijan. Both in the battles and in the Second Karabakh War, the national press started an information war simultaneously with the front. The successful functioning of the new media together with the traditional press was felt even more during the "April War". In 2014, new media journalists who were unable to do so begin to understand the importance of disseminating information based on official data in 2016. The real success of the information war was achieved during the "Patriot War". During the war, the unity of the people and the government was displayed at the highest level. Economic and political stability prevailed in the country.

The disinformation spread by the enemy has been refuted over time and objective information has been brought to the attention of the world public opinion. Thus, Armenian cyber attacks were successfully prevented. The national media did not fight alone in the information war. The biggest support of Azerbaijani media in the field of information was President Ilham Aliyev's strong arguments,



deep knowledge and quick wit. In many cases, İlham Aliyev managed to break the information front on his own, in interviews with local and foreign journalists, in talks with authorized representatives of international organizations, and in speeches on his social media profiles.

Thus, the new media, which is the main battleground of civilian journalism in the socio-political processes in the country, including the 44-day Second Karabakh War in recent years, has served the morale of the people and the Azerbaijan Army by referring to official data such as traditional journalism examples.

In the “**Conclusion**” part of the dissertation, conceptual results such as the stimulating function of new media, accessibility, pluralistic thinking, public opinion, interest in political processes among young people, its impact on decision making and its content on socio-political issues, its ability to mobilize the masses have been obtained and some recommendations have been given.

**The content of the dissertation is reflected in the following  
published articles of the author:**

1. Sosial media və onun auditoriyaya təsir mexanizmləri // Bakı: BDU, Dil və ədəbiyyat, - 2012. №1, - s.322-323.
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3. Onlayn jurnalistikanın əsas elementləri // Bakı: Jurnalistikanın nəzəri konsepsiyaları və mətbuat təcrübəsi. I Beynəlxalq elmi-nəzəri konfransın materialları, - 2012, s.338-343.
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5. Qloballaşma və siyasi fəaliyyətdə sosial media // Bakı: Tarix və onun problemləri, - 2014. №3, - s.242-246.
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