

SCIENCE
PROBLEMS.UZ

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Actual problems of social and humanitarian sciences
Актуальные проблемы социальных и гуманитарных наук

Ijtimoiy-gumanitar fanlarning dolzarb muammolari

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2024

SCIENCEPROBLEMS.UZ

**ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ**

№ S/10 (4) - 2024

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

ТОШКЕНТ-2024

БОШ МУҲАРРИР:

Исанова Феруза Тулқиновна

ТАҲРИР ҲАЙЪАТИ:

07.00.00-ТАРИХ ФАНЛАРИ:

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

Турсунов Равшан Нормуратович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Холикулов Ахмаджон Боймаҳамматович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Габриэльян Софья Ивановна – тарих фанлари доктори, доцент, Ўзбекистон Миллий Университети.

Саидов Сарвар Атабулло ўғли – катта илмий ходим, Имом Термизий халқаро илмий-тадқиқот маркази, илмий тадқиқотлар бўлими.

08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Насирходжаева Дилафруз Сабитхановна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Остонокулов Азамат Абдукаримович – иқтисодиёт фанлари доктори, профессор, Тошкент молия институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Хожаев Азизхон Саидалоҳонович – иқтисодиёт фанлари доктори, доцент, Фарғона политехника институти

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакарров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

09.00.00-ФАЛСАФА ФАНЛАРИ:

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Саидова Камола Усканбаевна – фалсафа фанлари доктори, “Tashkent International University of Education” халқаро университети;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Ўроқова Ойсулов Жамолиддиновна – фалсафа фанлари доктори, доцент, Андижон давлат тиббиёт институти, Ижтимоий-гуманитар фанлар кафедраси мудири;

Носирходжаева Гулнора Абдукаххаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети;

Турдиев Бехруз Собирович – фалсафа фанлари бўйича фалсафа доктори (PhD), доцент, Бухоро давлат университети.

10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилевич – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Ҳасанов Шавкат Аҳадович – филология фанлари доктори, профессор, Самарқанд давлат университети;

Бахронова Дилрабо Келдиёровна – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Мирсанов Ғайбулло Қулмуродович – филология фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

12.00.00-ЮРИДИК ФАНЛАР:

Ахмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуратовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат ҳавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Эргашев Икром Абдурасулович – юридик фанлари доктори, профессор, Тошкент давлат юридик университети;

Утемуратов Махмут Ажимуратович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Ҳакимов Комил Бахтиярович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Юсупов Сардорбек Баходирович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби;

Жўраев Шерзод Юлдашевич – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Бабаджанов Атабек Давронбекович – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Раҳматов Элёр Жумабоевич – юридик фанлар номзоди, Тошкент давлат юридик университети;

Норматов Бекзод Ақром ўғли – юридик фанлар бўйича фалсафа доктори, Тошкент давлат юридик университети.

13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Ҳашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Каюмова Насиба Ашуровна – педагогика фанлари доктори, профессор, Қарши давлат университети;

Тайланова Шохидат Зайниевна – педагогика фанлари доктори, доцент;

Жуманиёзова Муҳайё Тожиевна – педагогика фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Ибрахимов Санжар Урунбаевич – педагогика фанлари доктори, Иқтисодиёт ва педагогика университети;

Жавлиева Шахноза Баходировна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети;

Бобомуротова Латофат Элмуродовна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети.

19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Василя Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбахор Шокировна – психология фанлари доктори, доцент, Низомий номидаги

Тошкент давлат педагогика университети,
Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология
фанлари доктори, доцент, Низомий номидаги
Тошкент давлат педагогика университети;

Шамшетова Анжим Карамаддиновна –
психология фанлари доктори, доцент,
Ўзбекистон давлат жаҳон тиллари
университети;

Қодиров Обид Сафарович – психология фанлари
доктори (PhD), Самарканд вилоят ИИБ Тиббиёт
бўлими психологик хизмат бошлиғи.

22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология
фанлари доктори, профессор, Ўзбекистон
миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари
доктори, профессор, Ўзбекистон миллий
университети;

Содиқова Шоҳида Мархабобовна – социология
фанлари доктори, профессор, Ўзбекистон
халқаро ислом академияси.

23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атакулович – сиёсий фанлар
доктори, фалсафа фанлари доктори, профессор,
Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар
доктори, доцент, Ўзбекистон миллий
университети кафедра мудири.

ОАК Рўйхати

Мазкур журнал Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссияси Раёсатининг 2022 йил 30 ноябрдаги 327/5-сон қарори билан тарих, иқтисодиёт, фалсафа, филология, юридик ва педагогика фанлари бўйича илмий даражалар бўйича диссертациялар асосий натижаларини чоп этиш тавсия этилган илмий нашрлар рўйхатига киритилган.

**Ижтимоий-гуманитар фанларнинг
долзарб муаммолари**” электрон
журнали 2020 йил 6 август куни 1368-
сонли гувоҳнома билан давлат
рўйхатига олинган.

Муассис: “SCIENCEPROBLEMS TEAM”
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Таҳририят манзили:

100070. Тошкент шаҳри, Яккасарой
тумани, Кичик Бешёғоч кўчаси, 70/10-
уй. Электрон манзил:
scienceproblems.uz@gmail.com

Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).

07.00.00 – TARIX FANLARI

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Article / Original Paper

ANALYSIS OF USING DIGITAL TECHNOLOGIES IN LITERARY SPHERE

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Abstract. This paper explores the impact of digital technologies on literature, focusing on T.Zhumamuratov's poetry. It analyzes a Telegram channel's metrics, including subscriber growth and engagement, offering insights into digital integration and its influence on reading and writing.

Keywords: Internet, literature, digital technologies, cloud technology, content analysis, web, telegram.

ADABIYOTSHUNOSLIK SOHASIDA RAQAMLI TEXNOLOGIYALARDAN FOYDALANISH TAHLILI

Seytnazarova Injayim

Berdaq nomidagi Qoraqalpoq davlat universiteti dotsenti, Texnika fanlari nomzodi, dotsent

Annotatsiya. Ushbu maqolada raqamli texnologiyalarning adabiyotga ta'siri, xususan, T.Jumamuratovning she'riyati tahlil qilinadi. Telegram kanali metrikalari, jumladan, obunachilar o'sishi va jalb etilishi o'rganilib, raqamli integratsiya va uning o'qish hamda yozishga ta'siri haqida ma'lumotlar beriladi.

Kalit so'zlar: Internet, adabiyot, raqamli texnologiyalar, bulutli texnologiya, kontent tahlili, veb, telegram.

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I. Introduction. Digital technologies have transformed the literary sphere in several ways. E-books have made reading more accessible and convenient, allowing readers to carry entire libraries in their pockets. Online publishing platforms such as Wattpad and Medium have given aspiring writers a platform to share their work with a global audience. Social media has also played a significant role in promoting literature, with authors using platforms like Twitter and Instagram to connect with readers and promote their work.

The impact of digital technologies on the literary sphere has been significant. E-books have disrupted traditional publishing models, allowing authors to self-publish their work and reach a wider audience. Online publishing platforms have democratized the publishing industry, giving new writers a chance to showcase their work without the need for a literary agent or publisher. Social media has also played a crucial role in promoting literature, with authors using platforms like Twitter and Instagram to connect with readers and promote their work.

Web resource promotion is an essential aspect of online marketing, and it involves various factors that contribute to its success. One of the critical factors that determine the success of web resource promotion is site analysis. Site analysis involves the evaluation of a

website's design, content, functionality, and performance to identify areas that need improvement. In this article, we will discuss site analysis as a factor of web resource promotion and its importance in achieving online marketing success.

Web resource promotion involves various activities aimed at increasing the visibility and popularity of a website. These activities include search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising. The success of web resource promotion depends on several factors, including the quality of the website, the relevance of its content, the effectiveness of its marketing strategies, and the ability to reach the target audience.

Site analysis is a process of evaluating a website's design, content, functionality, and performance to identify areas that need improvement. Site analysis helps website owners to understand how their website performs and how it can be optimized to achieve better results. Site analysis involves the following aspects [11; 604–608- p.], [6; 110–113- p.]:

- **Design:** The design of a website is crucial in attracting and retaining visitors. A good design should be visually appealing, easy to navigate, and responsive.
- **Content:** The content of a website should be relevant, informative, and engaging. It should also be optimized for search engines to improve its visibility.
- **Functionality:** The functionality of a website refers to how well it performs its intended tasks. A website should be easy to use, fast, and secure.
- **Performance:** The performance of a website refers to how well it performs under different conditions. A website should load quickly, be accessible on different devices, and be compatible with different browsers.

In recent decades, the Internet has become a major site for the production and distribution of literary and artistic and general cultural texts [9; 1–7- p.], [2]. Therefore, all poets and writers' works are widely distributed on the Internet through various means. Among them, the research of the distribution of poet T. Zhumamuratov's work on the Internet is considered one of the urgent issues.

II. Site analysis as a factor of web resource promotion. Site analysis is a diagnostic process that helps identify issues with the functioning of a website. It covers all aspects, including technical glitches, design defects, factors that hinder indexing and promotion, low conversion rates, ineffective advertising, and more. The outcome of site analysis is comprehensive information about the reasons why a website is not ranking high in search results, why customers prefer competitors, which development paths are suitable for the website, and which ones should be avoided.

If you are experiencing certain unusual issues with your website, it may be necessary to consult with a web analyst. These issues include a decline in search engine rankings for certain queries, decreased conversion rates, being flagged by search engine filters, and not generating expected profits or returns on investment.

Sometimes, it's important to conduct a site audit at least annually to keep track of how users and search engines are behaving. This helps to identify any issues early on and fix them promptly to maintain a high-ranking in-search results.

A. Site Analysis Methods

To perform a site audit, it's crucial to examine the resource from different angles, including the perspective of users, buyers, and search engines. There are several techniques

available to identify issues and errors, and it's important to use them in combination to obtain a comprehensive and accurate assessment. It's also essential to consider additional parameters beyond plugins and applications to obtain a more informative analysis. Failure to do so may result in an incomplete or unreliable report.

Examining qualitative indicators is a simple and widely used method for site analysis. Anyone with basic SEO knowledge is familiar with the main site indicators, such as TIC and PR. These indicators are closely examined to determine their impact on rankings and how they are verified. Other important parameters include domain age, number of indexed pages, and internal and external link counts.

Numerous plugins and apps enable you to access all the mentioned indicators for both your website and that of your competitors. Nevertheless, the information gathered lacks significance unless other parameters are considered.

You can obtain comprehensive data on website traffic and user behavior by utilizing various statistics tools like Yandex.Metrica and Google Analytics. This information can help you identify traffic sources, assess advertising efficacy, analyze popular queries and pages, determine the percentage of failed visits, and understand your target audience's characteristics. However, these indicators lack significance unless other parameters are taken into account [3; 23–28- p.], [10; 1–5-p.], [12; 1–5- p.].

Hiring an external specialist to analyze website usability can help identify unexpected obstacles that hinder users from completing desired actions, such as small font sizes, misplaced icons and blocks, distracting banners, and complex registration processes. This analysis focuses on modeling behavioral factors.

Engaging an outside expert to evaluate website usability can lead to the identification and resolution of unforeseen barriers that impede users from achieving their desired objectives, such as tiny fonts, misplaced elements, distracting ads, and complicated sign-up procedures. The outcome of this analysis should be a boost in conversion rates, a reduction in the frequency of brief visits, and an improvement in search engine rankings, owing to enhancements in behavioral considerations.

Simplex method. This method is utilized to evaluate how well website pages align with important search queries. It enables the assessment of keyword frequency in the text, the quantity of links to a particular section, broadcasting weight, and overall relevance. By using this approach, it is possible to improve the website's search engine ranking and behavioral factors. After optimization, users will be directed to pages that completely match their search queries.

This method involves mimicking the actions of search engines to assess how well website pages correspond with important search queries. Unlike humans who perceive a website as a combination of graphics and text, search robots perceive it as code. Thus, even minor errors that go unnoticed by owners and users can have negative consequences such as incorrect indexing and loss of positions.

By imitating the actions of search engines, it is possible to identify coding errors, page duplication, and other issues that may affect a website's ranking. This approach helps website owners to rectify such problems and make necessary modifications.

B. Key characteristics and site analysis tools

Let's examine the traits that may be discovered during a resource audit, what they

provide, and how this information can be acquired.

Authority in search engines: evaluation of the site's TIC, PR, and Aleha Rank. The Yandex search engine has given the website a thematic citation index (TCI). A multiple of 10 is always used as the value, and the higher the number, the more trust the search engine has in your website. The indicator is crucial mostly for advancing places in Ya.Katalog but has little effect on ranking. The higher the TIC, the more pages there are linking to your resource. The greatest influence comes from links with a specific theme, or from websites with a similar focus.

Similar indication supplied by the Google algorithm is the site's PageRank (PR), which ranges from 0 to 10. It is computed independently for each page as opposed to the full resource like the TCI. It directly affects the position of the Google search engine's issuance. The value directly relates to the quantity of high PR resources linking to the page.

All currently operating Internet sites are rated in some way by Alexa Rank. Depending on the quantity of visitors and the number of pages read, the system assigns a resource a position. The characteristic is mostly important for international websites and link brokers. The position in the ranking increases as the value decreases.

The PR and TIC of the site, as well as many other indications, may be checked with the aid of several plugins like Seoquake and software like FastTrust.

Indexing a site. It's possible that the number of pages indexed by Yandex or Google does not accurately reflect the size of the site. This occurs as a result of numerous coding faults or because the webmaster purposely protected part of the information from robots. In this scenario, users won't be able to access all of your resource.

Yandex may be used to determine which pages on the website were indexed. For each relevant search engine, use Google Tools and the webmaster tools. You may further adjust various indexing parameters using services.

Analysis of search engine rankings for websites. An essential sign for gauging the effectiveness of all the work done on the site is the positions occupied in the search results. By analyzing the site's position, you may determine which important pages require greater marketing and which competitors need further research.

With the help of the apps Semonitor and PositionMeter, you may determine where your resource is situated in relation to a given list of requests. After Yandex introduced customized search, it is important to keep in mind that rankings are not a reliable signal and might vary depending on the user.

Study of website traffic. Although the quantity of site visits is undoubtedly a significant problem, this relevance is frequently overstated. It does not provide such significant information when viewed in isolation from other statistics (conversion rates, the number of "bounces", etc.).

Installing specialized counters such as HotLog, Liveinternet, and Yandex on your resource will suffice to display site traffic.service metrics.

Registration of a site with search directories. It is extremely controversial whether or not the availability of registration in search directories affects the marketing of the website as a whole. However, the majority of webmasters choose to submit their resource to at least the two largest of them – Yandex.Catalog and DMOZ. This is mostly a prestige issue and a sign of the site's high caliber. Additionally, signing up for the Yandex service has a favorable

impact on the TCI.

Through the PR-CY service, you may determine if your website is listed in search directories.

Site analysis for SEO. In addition to the website's educational component, it's critical that the material adheres to all SEO standards, including distinctiveness, moderation in the use of keywords, and the proper placement of headers, tags, and photo captions. Spelling proficiency is important as well; for instance, the Yandex search engine decreases the position of a website with many typos.

The Advego Plagiatus application, which enables you to check the text for matching, rewriting, spelling, and word frequency, may be used to assess the text component [5; 2150–2153- p.], [7; 121–124- p.].

Web analytics' first rule is: "Web analytics comes at a cost, but if you don't use it, you'll get even more." An effective site analysis generates more revenue than it costs since it enables you to drop ineffective promotion strategies, identify fresh traffic sources, improve rankings in the search results, and ultimately boost revenue. You can choose whether or not to audit yourself. On the surface, trial and error appears to save some money, but the potential costs of interpreting the data incorrectly might be far higher.

III. Analysis of telegram-channel dedicated to the poetry of T.Zhumamuratov.

T. Zhumamuratov is a prominent Karakalpak poet known for his unique style and contribution to the Karakalpak literature. His poetry has been appreciated by many, and to further promote his work, a Telegram channel dedicated to his poetry was created. The purpose of this article is to analyze the Telegram channel dedicated to T. Zhumamuratov's poetry and understand its impact on his audience.

The first step in analyzing the Telegram channel dedicated to T. Zhumamuratov's poetry is to understand the metrics that can be used to measure its performance. These metrics include the number of subscribers, views, engagement rate, and others. Tools such as Telegram Analytics and TGStat can be used to gather this data.

Multiple telegram channels have been created to showcase the life and work of T. Zhumamuratov. After examining these channels, it was discovered that most of them do not perform well. One of the channels, called "Tilewbergen_Jumamuratov" with approximately 300 members, was analyzed using Telegram Analytics, an online program that provides statistical data on over 150,000 Telegram channels in five different languages. The results of this analysis are displayed in Figures 1-5 [1]; [4; 3–7- p.], [8; 238–243- p.].

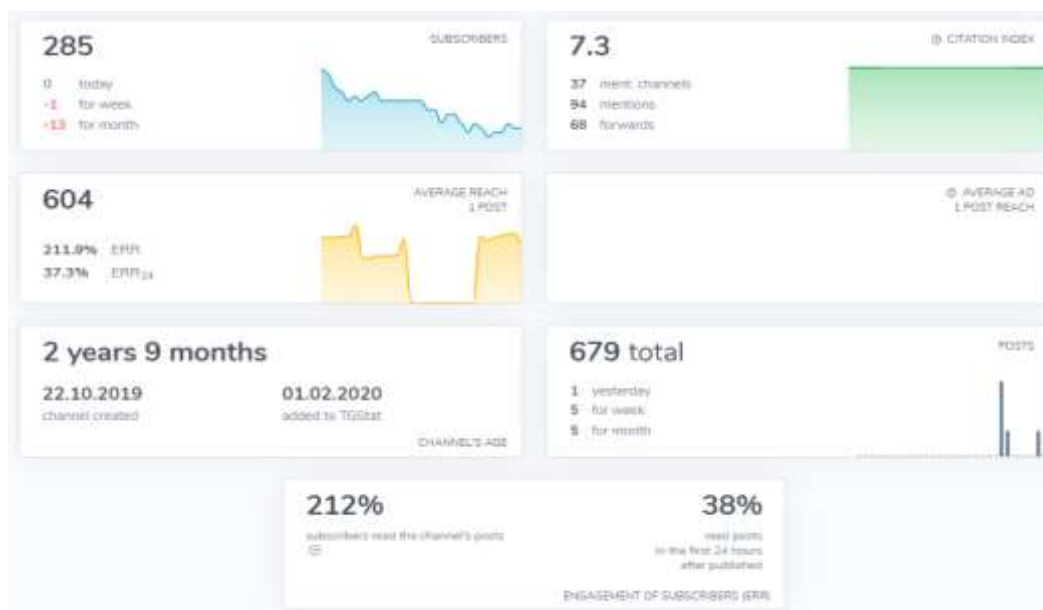


Fig. 1. General analysis of the telegram channel “Tilewbergen_Jumamuratov”.

Figure 1 displays an overall analysis of the Telegram channel “Tilewbergen_Jumamuratov”.

The dynamics of the number of channel subscribers throughout a year are shown in Figure 2. The graph shows the increase/decrease in subscribers of the channel “Tilewbergen_Jumamuratov” by day. While clicking on a specific day on the chart, a new window opens with hourly growth statistics for the selected and subsequent day.

Figure 3 shows average post reach of the telegram channel “Tilewbergen_Jumamuratov”. The average number of views that the channel’s posts gain.

Figure 4 illustrates the total number of views that all posts of the channel gain per day. Details are available by clicking on a graph.

Figure 5 shows engagement by views of the telegram channel “Tilewbergen_Jumamuratov”. Percentage of subscribers who read channel posts

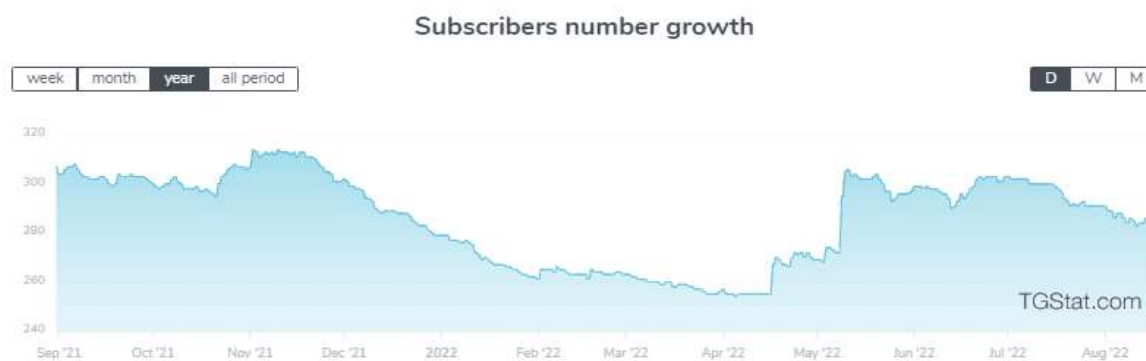


Fig. 2. Subscribers number growth of the telegram channel “Tilewbergen_Jumamuratov”.



Fig. 3. Average post reach of the telegram channel “Tilewbergen_Jumamuratov”.

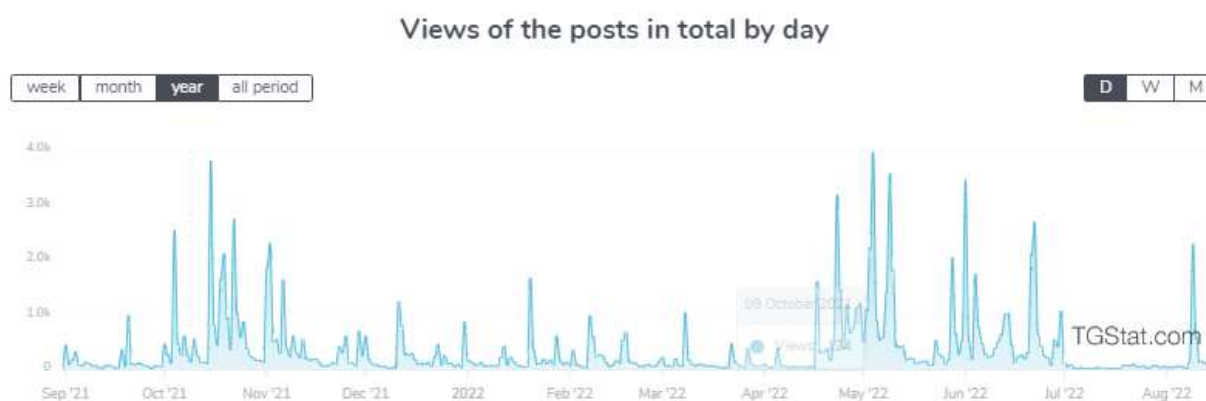


Fig. 4. Views of the posts in total by day of the telegram channel “Tilewbergen_Jumamuratov”.

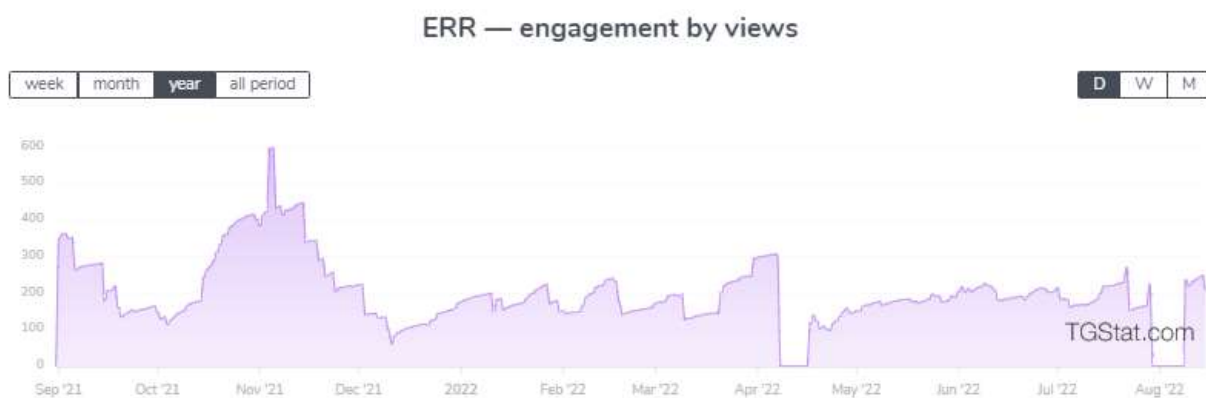


Fig. 5. ERR – engagement by views of the telegram channel “Tilewbergen_Jumamuratov”.

The statistical data obtained from this analysis can be valuable for the improvement and upkeep of websites or blogs focused on Internet literature.

IV. Conclusion. Digital technologies have had a significant impact on the literary sphere, transforming the way we read and write. While there are challenges associated with their use, the benefits of digital technologies cannot be ignored. As we look towards the future, it is crucial to address these challenges and ensure a sustainable and ethical use of digital technologies in the literary sphere. This paper examines the integration of literature and Internet technologies by scrutinizing the blocks dedicated to T. Jumamuratov’s work. The study highlights the significance of the topic and presents the tools and technologies employed in the analysis. The Telegram channel, which concentrates on T. Jumamuratov’s poetry, was evaluated based on

various criteria such as growth in subscribers, average post reach, daily total post views, engagement by views, etc. The analysis revealed that the pages and blocks dedicated to T. Jumamuratov's poetry are disorganized and inadequate. Given the fact that the Internet has become a modern tool for the rapid development of all areas, it is essential to develop and maintain such pages and blocks using advanced technologies. Additionally, the use of content management systems can further enhance their effectiveness.

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**ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ
ДОЛЗАРБ МУАММОЛАРИ**

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**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-
ГУМАНИТАРНЫХ НАУК**

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

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