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Blogosphere, Legal Education And Culture Of Individuals

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ABSTRACT

The article is devoted to forming and developing the legal culture of a person and a citizen in modern Russia. The relevance of this issue is due to the complexity of the transformation processes taking place in Russia, which began in the late 80s of the twentieth century. The article aims to identify the significance of the blogosphere as a new element of mass media in the educational structure for the formation of legal culture and public perception of this phenomenon. The article is based on the theoretical developments of Russian and international researchers. The article is based on general philosophical and socio-humanitarian methods. The work used empirical data obtained from open sources. The study showed that blogging in modern Russia has become a mass phenomenon in recent years, but it is impossible to name the exact number of bloggers. There are many bloggers, but only a few of them have many subscribers to their channels. According to various estimates, 21% of Russians regularly post on social networks and maintain their accounts. Among this percentage of Russians, only about 6-7 thousand professional bloggers earn enough money in the field. The leading platforms for bloggers' activities are mainly YouTube, Facebook, Twitter, Zen, V Kontakte, Odnoklassniki, Instagram, Telegram, Tik-Tok, while some bloggers have their Internet pages. Having such a platform and covering massive strata and groups, the blogosphere has massive potential for disseminating legal culture. As a result, the study led to the following conclusions. The blogosphere as a new format of the media space is of great importance in disseminating information, influencing the formation of human behavior and legal culture. The blogosphere can spread socially significant knowledge, helping to acquire a specific set of knowledge and skills to form the legal culture of a modern person.

Keywords: blogosphere, Internet blogger, media sphere, legal culture, educational potential, audience

INTRODUCTION

In the 21st century, information technology is universal and pervasive. Through education, information technology can be conceptualized and positively applied to recognize individual and collective identity (Curran et al., 2005). In this context, we note that the image of new and traditional mass media is undergoing significant changes in the modern world. However, the media has the potential to unite every member of the community. The media empowers residents to participate in events of various sizes, which indicates the media's contribution to the development of the community (Wigston, 2001). With the development of Internet technologies, the media sphere disseminates information and meets the wishes and needs of the individuals, providing information at their request (Luhmann, 2000; Fuchs, 2014; McLean, 2016). The mass media are acquiring new features and properties and are being replenished with new subjects. Among the new directions expanding the sphere of mass media, a significant role belongs to the blogosphere. Today the blogosphere influences society, in particular, in the formation of a civil and legal culture.

The article aims to identify the significance of the blogosphere as a new element of mass media in the educational structure for the formation of legal culture and public perception of this phenomenon.

The blogosphere as a communication channel is gradually starting to take the leading positions. The growing public attention to the blogosphere is due to the ubiquity of the Internet. The Internet is helping to bring the idea of citizen journalism and global citizenship into a usable form, thereby contributing to the well-being of humankind. The Internet space opens new perspectives and opportunities for individuals in various areas of life, including fundamental human rights (Ashraf, 2021). According to statistics, at the beginning of 2021, there were 124 million Internet users in Russia. From 2020 to 2021, the number of Internet users in the country increased by 6.0 million (+ 5.1%), and the Internet penetration rate was 85.0%. In January 2021, there were 99 million social media users. In one year, the audience of social networks increased by 4.8 million (+ 5.1%) (Web-canape:

Internet and social networks in Russia in 2021 – all statistics, 2021). These data indicate a foundation for the development of the blogosphere, which is beginning to play a significant role in the life of society.

There are many bloggers, but only a few of them have many subscribers to their channels. According to various estimates, 21% of Russians regularly post on social networks and maintain their accounts. Among this percentage of Russians, only about 6-7 thousand professional bloggers earn enough money (FB: Where are the most bloggers in Russia and which countries are leading in their number, 2021). The leading platforms for bloggers' activities are mainly YouTube, Facebook, Twitter, Zen, Vkontakte, Odnoklassniki, Instagram, Telegram, Tik-Tok, while some bloggers have their Internet pages.

The blogosphere is rapidly becoming professional, and bright personalities appear here who become people-brands. They influence the formation of preferences and their audience's consciousness, create a "factory" of new meanings and values, successfully compete with traditional media. Their influence on the behavior and beliefs of the audience is beyond doubt. The popularity and prevalence of the blogosphere indicate that it is becoming a severe force in the information space. The potential of the blogosphere can be used in the formation of the legal culture of an individual.

MATERIALS AND METHODS

The blogosphere is an element of modern mass media. Therefore, the study of the potential of the blogosphere in the formation of legal culture is necessary. The analysis of these problems requires the use of general philosophical and socio-humanitarian methods. This approach to choosing methods seems to be heuristic and involves using a wide range of research tools.

The following approaches became the general foundations of the research:

- a cultural-historical approach that allows considering a person as a subject of cultural development;
- a contextual approach that emphasizes the role of the social environment in personality development (Lerner et al., 2000; Fischer, 1987);
- a competency-based approach that focuses on the study of the specifics of the organization of the educational process and the definition of the content of education, taking into account the research tasks associated with the formation of the legal culture of the individual;
- a personality-oriented approach allows considering a personality in self-development, self-regulation, and the necessary conditions for forming a personality's legal culture.

LITERATURE REVIEW

Traditional media are transforming the influence of Internet technology and the pervasive streams of everyday communication. However, it should be noted that representatives of traditional mass media – "workers (journalists) have reacted with ambivalence towards the Internet and what this tool represents in their professional identity. They have been the first actors in many countries to inform readerships about computers and the Internet and help form a kind of information literacy" (Fortunati, Sarrica, 2008). The mass media are being filled with new content and forms, among which the blogosphere is beginning to play an essential role. All these aspects attract the attention of both international and Russian researchers and are reflected in their works.

In the theoretical aspect, the works of Manuel Castells (Castells, 1996; Castells, 1997; Castells, 2012), M. McLuhan (McLuhan, 1964; McLuhan, 1968; McLuhan, 2008), Jürgen Habermas (Habermas, 2014) are of great importance for a holistic understanding of the media system, particularly the blogosphere, and the development of a methodology for the analysis.

Current trends in the development of the blogosphere are important in the context of the response and reaction to the evolving Internet technologies (Rahvalova 2011; Kerimov et al., 2020). "New" media and Web 2.0 are new communication phenomena that have contributed to understanding the historical and technological aspects of the development of Internet communication (Manovich, 2013; O'Reilly, 2005; O'Reilly, 2005; Q. Al-Maatouk et al., 2020). Necessary for this study are also articles on the assessment of the blog as a holistic communication and discursive-text phenomenon (Agerdal-Hjermind, Valentini, 2015). Corujo-Vélez et al., 2021; Şan et al., 2021)

One of the article's research questions is the disclosure of the relationship and mutual influence of the blogosphere and society. In this regard, the most important components of the problem are the issues of personality psychology in the communication environment of the Internet (Parlangeli, 2019; Pronina, 2018; Montag, 2016). The analysis of these works contributes to the formation of a holistic picture of the motivational-intentional characteristics of the interaction between communicants in the Internet environment.

RESULTS

Legal culture is a part of universal human culture. In the structure of the formation of civil culture and socialization of the individual, legal culture occupies an important place. For the most part, it must be admitted that the existing problems in the development of society, including those associated with a low level of

development of legal culture. Consequently, the development of legal culture and an increase in its level are some of the most important tasks facing the state and society.

When choosing the vector of people's development, determining their place in the social structure, people encounter many problems, including problems of a legal nature. The considerable complexity in the formation of legal culture is created by frequently changing concepts of the development of society. The declared reforms are usually carried out without explaining their meaning, meaning, and algorithm to the population, which is why they are rejected. The result is social apathy, legal nihilism, which undermine the foundations of society. Citizens feel thrown out of the socio-economic and political processes. They cease to perceive law as a socially valuable institution, and they lose confidence in it. Thus, society is alienated from the law, which, in turn, gives rise to legal nihilism, socially disapproved patterns of behavior that are contrary to the principles of the rule of law and civil society. Therefore, "it is precisely for this reason and because of it that it is understood not only possible but necessary and determinant the due visibility for the areas of Communication and Culture in dialogue with contributions capable of restoring democratic meanings and citizens in favor of common life" (Filho et al., 2021).

In this study, one of the main tasks is to clarify the content of legal culture as a category of scientific knowledge. There is no established definition of this phenomenon in foreign and Russian literature. The existing definitions, in our opinion, are evaluative, do not fully reveal the essence and content of the subject. Having analyzed the existing definitions, we believe that the legal culture of an individual can be defined as a body of knowledge of a legal nature and how much a person realizes that in everyday life, it is necessary to follow the requirements of the rule of law. It should be noted that the following indicators characterize the legal culture:

- legal education of a person, knowledge of current legislation;
 - the presence of minimal practical skills and the ability to use this knowledge in a specific life situation;
 - conscious observance and fulfillment of the requirements of legal norms, the legal activity of the individual.
- Legal culture performs not only the function of inheritance of legal values, but legal culture is a regulator of the legal behavior of people. Legal culture presupposes a person's acceptance of social necessity, the usefulness of legal norms, belief in their fairness and value (Dyachkova, 2007).

Therefore, the legal culture is based on such categories as "duty" and "responsibility," "rights," and "freedom." The value of a developed legal culture of people that can identify and solve problems regulated by law and satisfy their social needs (Kerimov, 2020).

The peculiarities of the legal mentality influence the formation of legal culture. Regarding Russia, among the factors that determine the features of the legal mentality, the following are noted (Bayniyazov, 2000):

- negligent attitude towards the law (legal nihilism);
- paternalistic moods of society concerning the state, excessive, unjustified orientation towards state power (statism);
- the presence of a characteristic image of perception of humanitarian legal values (they are non-traditional for the Russian mentality);
- idealized perception of the value of law in social life (legal idealism).

These features of the Russian legal mentality indicate the domination of socio-centric attitudes over person-centric values.

The peculiarities of the Russian legal mentality in combination with other manifestations of the archetypes of consciousness and socio-cultural mentality complicate the process of forming a legal culture. This circumstance actualizes the search for various ways to influence citizens' legal culture and legal consciousness.

The most crucial role in this process, as noted above, is assigned to the mass media. Mass media form images of law, legal reality, legislators, judges, and justice. Mass media fill the gaps in knowledge about the law in people's minds and compensate for the lack of their own experience of legal interaction with other members of society and government bodies (Annenkova et al., 2018).

At the present stage, the mass media unite various channels of communication and mechanisms of influence on society. These processes are because community members strive to work together, take joint actions, and develop solutions to common problems (Straza, 2018). This study is focused on the blogosphere through the prism of its educational potential in disseminating legal culture and its perception by society.

The blogosphere is one of the dynamically developing elements of the mass communications system. The blogosphere occupies a significant segment in the media space. The popularity and relevance of the blogosphere are due to the following factors:

- an increase in the number of bloggers;
- variability of the blogosphere;
- the appeal of the blogosphere to all spheres of public life;
- the ability of the blogosphere to build a new reality, create new meanings and values;
- the blogosphere's ability to interpret and solve various problems of a public and professionally oriented nature.

The role of bloggers in various spheres of human life and the country as a whole is growing. The ability of bloggers to quickly organize themselves is clearly manifested. These processes acquire a special significance in the case of the emerging need to discuss and resolve socially significant issues, forming one or another vector of public self-awareness (Savenkov, 2019).

As noted in modern literature, the word "blog" comes from the abbreviated English word web-blog, i.e., network log. Blogging involves keeping a journal on the Internet, both by the program and by a specific person (Chagan, 2014). This circumstance means that "media is using joint online media to refer to decentralized practices including blogging, social software applications, and other combined media tools" (Bosch, 2018).

For the first time, this term was used by the American programmer Jorn Barger in December 1997 to refer to a network diary. However, the abbreviation blog (blog) was created as a joke by Peter Merholz, who split the word web-blog into the phrase web-blog. Currently, the word "blog" has a narrower meaning and implies "part of the totality of collections of personal records united by this name" (Balovsyak, 2008). One of the most authoritative experts in the intersection of IT and education T. O'Reilly defines blogs as daily diaries of links and reflections on these links, which are a new means of communication for the tech elite. T. O'Reilly explains that blogs are not a new generation of home pages with superiority of meaning over design and a simple management system, but rather a platform for experimenting with how the world comprehensive web works (collective links, virtual communities, a means of connecting) (O'Reilly, 2002). As noted by N.G. Chagan, "later, the term blog became the basis for such words as a blogger (a person leading a journal), the blogosphere (as already mentioned), blog service (a web service on which you can keep your journal), blogging (the very process of running the Internet diary). The pioneer of these terms is Evan Williams, whom today owns two major blog services (Blogger.com and Twiter.com)" (Chagan, 2014). According to D. S. Pfister, blogs are essential to today's society. Blogs drive knowledge. Blogs demonstrate the ability to broadcast expert opinions to a broad audience of users, to spread meanings and arguments. Thus, blogs serve as a mechanism for rapid response to a changing society (Pfister, 2014).

Who are bloggers? It should be noted that for the layman, ideas about them are quite typical. According to a sociological poll conducted by VCIOM, a rather exciting picture emerges, showing the spread in the understanding of the blogging phenomenon. However, the majority of respondents (40%) believe that bloggers keep diaries on the Internet and have their page (blog). The percentage (14%) is also high, showing that the respondents have not heard anything about blogging. Blogging has not yet become a popular genre in the structure of the mass communications system. In general, there is no negative attitude towards bloggers. Only 4% of the respondents consider them "idlers" (VCIOM: From bloggers to influencers: the struggle for attention and influence on the audience. New trends. 2020). Based on these data, it can be concluded that there is still a significant gap in the public consciousness in the perception of traditional and new forms of mass media. For example, there are more than 20 million bloggers in the USA, and the degree of blogging popularity is approaching 100% (Professionals: ru: Profession: blogger. In the USA, bloggers are already more popular than programmers! 2020).

Bloggers act as opinion leaders. The opinion of bloggers guides a reasonably broad audience. Bloggers form preferences, lifestyle, standards of behavior, specific landmarks of political, social, economic, legal content. Most of the bloggers' audience is young people. This fact is not surprising since young people are more involved in computerization and are prone to fashionable innovations. In addition, generational differences should be noted, since bloggers, for the most part, are from a youth environment, who are mentally very close to their audience: "The style, language, selection of topics of many bloggers are tuned to the environment close to them; At the same time, older generations retain greater loyalty to traditional media and are more often not consumers of bloggers' content (57% among respondents aged 45 – 59 years old and 68% among respondents over 60 years old)" (VCIOM: From bloggers to influencers: the struggle for attention and influence on the audience. New trends. 2020).

At the heart of the emergence of blogging is the desire for self-expression. However, later it underwent a significant transformation, acquiring new features, properties, and foundations. Usually, in its evolution, the stages of "formation on the principles of disinterested enthusiasm, hidden market relations and explicit market relations (at present)" are distinguished. These stages are due to the demand for the blog in the field of marketing technologies. Market orientation and the possibility of profit from their activities led to the professionalization of blogging, where disinterested motives are practically a thing of the past. Today in this segment, there is still a certain proportion of those engaged in blogging for the "soul," exchange of opinions and emotions. However, the tendency towards its professionalization is becoming predominant every day. This trend will be further intensified against the background of the development of the variability of the blogosphere, the influx of professionals from various fields into the ranks of bloggers who can compete with traditional forms of mass media. The independence, originality, and unbiasedness of the presenters lead to the popularity of the blogosphere.

In the media space, blogging manifests itself mainly in two forms, regardless of the format in which it appears. Bloggers act, firstly, as newsmakers, interpreters of the most important events, and secondly, as an essential

player in the structure of market relations, capable of imposing goods and services on the consumer. However, in any case, the blogger becomes the core of a community with its interests and demands.

The role of a newsmaker, analyst, and interpreter of socially and politically significant events leaves the blogger, at first glance, outside the circle of market relations, which does not affect the level of trust in him. The blogger earns income through advertising, which the audience perceives peripherally. However, assuming the role of a person-brand, imposing the values of consumerism on the audience for such a blogger. There is a high risk of losing trust and reputation. The blogger ceases to be impartial from the audience's point of view, turns into a tool in the hands of those who control the market for goods and services. It should be noted here that the latter tendency is leveled out because the majority of the audience of the blogosphere is made up of young people, who are not always selective and constant in their preferences.

The development of new technologies in the media world leads to the formation of modern journalists. The media industries are forced to change how the journalist works, integrating the journalist into the production and distribution of news (Indrati et al., 2018). Traditional media are characterized by a thorough approach to the selection of facts and data. In the blogosphere, this requirement for journalism is becoming less stringent. This fact is explained by the fact that the blogger is not limited to dry official comments. The blogger interprets the event in a more detailed way, covering peripheral, secondary, insignificant plots. The bloggers seem to move away from the main topic and provide themselves with the opportunity to be perceived by the audience as impartial, objective commentators. As noted by J. Baudrillard, "in modern media information does not convey meaning, but decomposes it" (Baudrillard, 2001). This conclusion is confirmed by the survey data, where 48% of respondents agree that bloggers are emotional and talk about their experiences. Highlighting the positive qualities of bloggers. Usually, people note that "being in a highly competitive environment and at the same time possessing the ability to quickly rebuild, test new formats, bloggers, in the mass perception, are distinguished by a high degree of creativity, with which the majority of Russians (66%) and especially young people" (VCIOM: From bloggers to influencers: the struggle for attention and influence on the audience. New trends. 2020). Note that this approach creates competitive advantages for bloggers.

Globalization and modernization affect the way journalists work. This circumstance creates a challenge for people in the media to publish the information and news they have created (Muslimin, 2012). Compared to traditional media, the content offered by the blogger is personalized. It is personalization that makes the blog attractive to the audience. Traditional mass media also periodically attempt to personalize their materials by presenting authors' columns or programs, but the structure of the media institution limits their possibilities in this area. "Organically integrated into network communications, bloggers accurately and quickly capture the current agenda, feel the moment that can create a wave of online discussions, and use informational "hype" to capture the audience. In a growing army of bloggers, the most successful determine the perception of the entire group. In other words, society often judges the entire population of bloggers by the example of their most prominent representatives. The dynamic digital environment allows regular rotation in the market with relatively small (compared to traditional media) investments in promoting new figures" (VCIOM: From bloggers to influencers: the struggle for attention and influence on the audience. New trends. 2020). However, it is erroneous to think that bloggers are replacing traditional forms of mass media and are seriously competing with them. According to a study by the Pew Research Center, "In 99% of cases, bloggers in the United States in their articles refer to materials from traditional media – newspapers and broadcast networks. In 87% of cases, bloggers link to news articles, while in other cases – to copyright materials and columns of editors. At the same time, 52% of all bloggers consider themselves journalists, and about 20% of bloggers said that they receive the bulk of their income from a blog" (C-News: In blogs, America, Great Britain, and seven other countries have bypassed Russia. 2021).

Today, the issue of searching for new models and methods of forming the legal culture of an individual through the media space is relevant. This issue cannot be resolved without considering and implementing the overall harmonious development of the individual. Education plays a huge role in implementing harmonious personal development (Shutaleva et al., 2019). In the context of the above, it should be noted that media education as a conceptual model emerged in countries with a dominant liberal ideology (Dzyaloshinsky, 2008). This process is due to the following factors:

- the development and diversity of mass media in these countries;
- in the conditions of a decrease in public interest in political issues, particularly in electoral processes, the authorities were forced to look for new forms of involving citizens in solving socially significant matters.

In this regard, the media was entrusted with the responsibility for performing educational, educational functions, and, therefore, the idea arose of creating a media education system. At the same time, media education should contribute to the formation of a culture of communication. Of great importance for the culture of communication is the development of the ability to perceive and critically comprehend information to expand the knowledge necessary for an individual's full participation in society's life.

The culture of rights and the individual's legal culture have great importance in the structure of socially significant knowledge and skills. It can be noted that the culture of human rights includes the following components:

- knowledge system;
- a system of value orientations and views;
- a system of psychological feelings based on the recognition and respect for the dignity of a people, their rights, and freedoms;
- practical skills and abilities for the implementation and protection of rights (Pavlenko, 2016).

The legal culture of an individual presupposes respect for social norms and values and intolerance to any violations of law and order, where "not only the functions of accumulating and inheriting legal values are realized, but also the function of regulating social relations" (Shutaleva et al., 2020).

In the post-Soviet era, Russian society faced various problems of legal propaganda and the legal education of citizens. Ignoring and denying the achievements of the Soviet era in the issue of human education created a vacuum that led to an increase in disregard for the law. Gradually, this gap was filled. However, the legal education of the population in modern Russia is still limited and unsystematic. Today there are many channels of legal education. There are various centers of legal propaganda, legal information centers, official and special legal publications that distribute legal information.

This information is intended for a prepared audience. For a person without legal education, understanding the proposed material's intricacies is much work. Such a channel for disseminating the values of legal education can be significant only for professional lawyers. Such knowledge has practically no effect on the formation of a person's legal culture. The reason is that such knowledge affects only the cognitive component of more profound levels of legal consciousness, namely, the scientific, theoretical and professional legal consciousness of lawyers (Tretyakova, 2011). Therefore, it is evident that only unofficial and non-specialized mass media can transform legal information into mass information, that is, suitable for mass consumption. Unofficial and non-specialized mass media are perhaps the central institution that en masse ensures the right of citizens to information and awareness.

In the popular genre, publications appear in the media today under the headings, for example, "From the courtroom," "Justice," "Prosecutor's supervision," "Crime," "Law," "Third power," "Themis" and other publications. Various TV channels broadcast "Criminal Russia," "Especially Dangerous!" There are many radio broadcasts, for example, "Home Lawyer," "Themis," "Legal Academy." These radio broadcasts disseminate law enforcement knowledge, predominantly cognitive (Tretyakova, 2011). The intentional side of the problem remains outside the competence of these channels. However, the intentional side of the problem is significant; by a piece, it reflects the ability of consciousness to somehow relate to things, properties, and situations, to represent or express them. A person needs a psychological interpretation of legal data, and people need to develop their attitude to what is happening, choose a model of behavior. In this regard, the blogosphere, which has significant educational potential due to media technologies, can help a broad unprepared audience. Moreover, as the realities of everyday life show, blogging has become widespread and enjoys the popularity and trust of society to a certain extent.

Various polls in different countries show that the blogosphere is famous and in demand among Internet users. For example, in the United States, a third of respondents regularly visit blogs, and the picture is about the same in Russia. A natural question arises: what is the reason for the popularity of the blogosphere? It seems that the answer to this question should be sought in the area of the possibilities of the Internet, which seems to be vast, perhaps even limitless. Being able to harness the potential of the Internet does not come at a high cost. The reason is that the creation of information, its distribution, and processing and posting information on the network are of low cost. In addition, on the side of the blogosphere, the principle of extraterritoriality and unrestricted news of the information offered. The simplicity of information production and posting allows creating and maintaining a blog.

Interactivity has played an essential role in the growing popularity of blogs. Interactivity provides the ability for the user to change the order in which information is displayed for himself. In this case, the user can interfere with the information itself (content) on the site. Interactivity allows the consumer to interact with the editorial office, with other consumers, and become an information provider himself.

The distinctive features of the blogosphere are as follows:

1. A consumer of information is an ordinary person, not a journalist, who becomes a supplier of information for other people. This fact expands both the informational capabilities of the network and the possibility of self-expression for a person.
2. Web diaries, by their nature, contain the possibility of communication. In response to the author's diary message, any reader can leave their review and opinion under the message. Moreover, replies can appear both to the author's message of the blog and the readers' answer to the message.

The blogosphere has several advantages:

- the ability to independently publish information;

- lack of control and censorship;
- the possibility of communication within blogs, which makes it attractive.

Thus, blogging is the result of decentralization and the emergence of variability in the media. Significant funds are required to create traditional media, and blogging does not require huge investments. Therefore, in the blogosphere, bloggers have no danger of losing their individuality if the bloggers do not voluntarily offer their service to a potential sponsor. Therefore, the blogosphere has great potential in creating a free information market, of course, within the existing legal framework.

DISCUSSION

The modern process of human development is impossible without the development of the media. Language and writing are a prerequisite for the development of people's ability to abstract thinking. Moreover, the modern era of language broadcasting on the Internet is different from the previous language era. This study is devoted to the educational potential of the blogosphere in the formation of the legal culture of the individual. The blogger transfers specific knowledge to audience by talking about offenses and legal behavior. The blogger takes part in the legal education of people, develops their legal culture. The blogger's communication with the audience includes clarifying legal situations, giving recommendations, advice, comments, and answering questions. Such communication can be both positive and negative. The content of the positive effect is apparent, and the negative impact will affect the decrease in the level of legal awareness. These effects directly depend on the state of society, the level of development of the mass media. Journalists working for print or online media play an interpreter / investigative and dissemination role (Ibrahim et al., 2021).

However, there are conflicting opinions about blogging. The reason is that bloggers are engaged in counter-propaganda activities. They can be biased and offer dubious content, provide inaccurate information. This circumstance will negatively affect the process of forming the legal consciousness and legal culture of the individual. A blogger is someone who influences consciousness on an ordinary level. People will perceive information only if they are directly interested, and this information will be of practical importance for them. Here, the success of the blogosphere's educational process in forming a legal culture will directly depend on the level of the blogger's skill and how competent the blogger is in legal matters and is well-versed in law enforcement practice. Therefore, the most important condition for the success of the blogosphere will be the training of specialists in the field of legal journalism. However, we have to admit that legal journalism in modern Russia is extremely poorly developed. For the most part, bloggers have a journalistic or philological background. Nevertheless, poor knowledge of the legal sphere does not allow bloggers to reveal and realize their enormous potential in shaping the legal culture of an individual.

Based on the analysis, we can conclude that blogging is gradually becoming professional. A blogger in the public consciousness is presented as a network journalist, entrepreneur, social activist, or even sets trends, which is especially important for young people. Despite the commercialization of the media, bloggers remain financially independent to a certain extent. This circumstance is important for increasing the credibility of bloggers. The blogosphere could give more influence to the legal education of the individual since the blogosphere has a reasonably broad audience, where young people represent a significant part. However, as noted above, the lack of qualified specialists does not yet allow blogosphere resources in total. It should also be noted that the advantage of bloggers over traditional media lies in their personalization, creativity, speed of reflection on events. These qualities of bloggers lead to a lot of interest and trust from the audience. At the same time, it should be noted that Russians, mainly the middle and older generations, do not seriously consider the blogging profession. Thus, according to a survey conducted by VCIOM, 75% of respondents do not want their children or grandchildren to become bloggers. The reason is that the older generation gives the following characteristic of working on a blog: this activity is "frivolous," "not a profession," "parasitism," which has nothing to do with activity, work in the generally accepted sense. This opinion about blogging is typical, mainly for the periphery. Moreover, in capitals and large cities, interest in blogging is growing. This trend suggests that interest in blogging as a profession tends to increase.

Analysis of the blogosphere allows highlighting its features. Firstly, the blogosphere is characterized by its responsiveness due to the competition with traditional media. Efficiency involves updating information so as not to lose the audience. Therefore, information sites should rely at least on a daily update of information. The Internet needs shorter news stories that bear the imprint of the author's personality and thus differ from the "sleek" and "correct" news of traditional mass media.

Secondly, the blogosphere is interactive and uses texts of unlimited volume (hypertext). Feedback on the blogger's information, in fact, appears immediately in the form of comments. The audience enters into the discussion, and bloggers rarely participate in these discussions. As noted by DP Bogdanova, "interesting topics and authors are linked to each other through links. That is, blogs form the blogosphere – one big conversation that millions of people have. Through blogs, people with the same interests create relationships regardless of their geographic location" (Bogdanova, 2016). Human rights are represented in various forms of communication and culture, which impact the life of society (Shirky, 2011). The third feature of the blogosphere is expressed

through the format of presentation and placement of information. Here, modern Internet technologies make it possible to organize information and enter a table of contents and sections, making it easier for the user to find the necessary information.

The educational potential of blogging is revealed through properties such as the ease of creating content for posting. This circumstance assumes that everyone can start their blog, quickly edit, and, if necessary, answer questions from the audience. Blogging also characterizes sociality, reliance on society. A blog can be thought of as a single space that unites people with the same interests. Connections between people are intensified, opinions are exchanged, communities of interest are formed regardless of the geographical location of the participants. New media allows people to communicate in real-time, distinguishing new media from traditional media (Diamond, 2010; Lynch, 2011; Shirky, 2011). An important feature of the blogosphere is expressed through the ability to disseminate information quickly.

In contrast to traditional media, news travels through the network much faster, which helps to blog expand its audience. Another feature of the blogosphere is the possibility of direct communication, and users by interest can subscribe to updates, which leads to the formation of their circle. The above features and properties distinguish blogging from other communication channels and make it a profitable position.

Another feature of the blogosphere is the possibility of direct communication. Users of interest can subscribe to updates, which leads to the formation of their circle. The above features and properties distinguish blogging from other communication channels and make it a profitable position.

CONCLUSION

In general, it can be argued that blogging is becoming an integral part of the mass media system. Blogging has already firmly taken its place in the chain of production and distribution of information. However, blogs in the foreseeable future will not be able to displace and replace traditional media. Of course, blogging as a new phenomenon begins to influence the formation of public consciousness and people's behavior. The success of building a new democratic society depends no less on legal culture, especially in a society characterized by legal nihilism. Moreover, here lies the enormous educational potential of the blogosphere. Using the possibilities of this potential can play an essential role in forming a legal culture that is so necessary for Russian society in the conditions of the emergence of new political, socio-economic, legal, and cultural relations.

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