



MASS FEATURES

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ABSTRACT

The article examines the issue of the influence of the media on the mass audience, which has been relevant for about a century. But this problem in our country acquired a special scope and popularity during the perestroika period of the late 80s - early 90s, when censorship was removed from television screens, radio and print media. If during the Soviet past the media supported patriotic sentiments and the national idea, then after perestroika in the media everything became fragmented.

Keywords: social networks, news, information, purpose, society, stereotype.

Introduction

With the advent of the Internet, almost any information became available, and accordingly, the impact on the mass consciousness turned out to be colossal. Social networks, mass video hosting are those things without which a modern man cannot imagine his existence; but it is in social networks that stereotypes, ideals of behavior, life, well-being are formed, which, as a rule, is unattainable in real life and leads to certain problems of a different nature - from the psychological aspect to communication problems [6].

Initially, the Internet had good functions to a greater extent: access to books, any cognitive information without leaving home, facilitating the process of study and work. But today the Internet has turned into a weapon of mass control of people and is rather negative in nature. Changes of personnel every 4 seconds, information garbage that forms chronic fatigue in people, manipulation of certain facts - all this facilitates the management of society.

Moreover, under the influence of modern media, society becomes automated, highly individualized, which leads to disintegration and loss of social, universal values and ideals. A person develops a false pyramid of needs, a false idea of the world around him, a reluctance to decide anything and do anything himself [1].

It is not for nothing that the media are called the fourth branch of government. After all, the media can change the view of society on a certain problem in a very short period of time, and we involuntarily begin to believe this, since we are social creatures and quite easily succumb to outside influence, arguing according to the following scheme:





“Well, if they say, then it’s true, from the screens (newspapers, speakers) will not deceive us. ” True, today many young people are developing some kind of critical thinking towards the media, but the media have already learned to use this thinking for their own purposes, creating the illusion of choice.

It turns out a choice without a choice.

In the endless stream of news at home, at work, a person is simply too lazy to understand the truth of this or that information, and he takes it for granted. This information fatigue is fueled by gadgets, because a modern person literally spends the whole day in his smartphone, leafing through the news feed, where he receives new and new information. The brain, not having time to process old messages, receives a portion of new ones, hence the so-called information overload syndrome, which turns into chronic fatigue or depression.

Ideally, the media should convey information impartially, as it really is, but in real life everything is exactly the opposite. The media often presents news from the perspective of who will pay them the most, so facts are often substituted. Sometimes the same event is presented in completely different ways from different TV channels. The question arises about the mechanisms for shaping public opinion in the media. This formation takes place in stages.

Firstly, at present, it is the mass media that provide a tremendous opportunity for a person to receive the freshest and most relevant news from any part of the world, to learn about the situation in the world. Naturally, the person himself is not able to independently verify the obtained facts for reliability. Therefore, everyone relies on the veracity of this or that information, kindly provided by journalists. It turns out that people trust the assessments and judgments given by the media. The conclusion suggests itself that unscrupulous journalists and some interested individuals have the opportunity to manipulate public consciousness and, as a result, the movement of the popular masses.

Let's give an example. In 2015, in the battles of the LPR and DPR on the territory of Ukraine, many channels spoke about the absence of the Russian army there; others insisted that there were only volunteers from the Russian army on the territory of Ukraine; pro-Ukrainian channels announced that Russia had already sent troops into the territory of Ukraine to seize the country. A striking contradiction in the information flow does not raise doubts about the truthfulness of information from one channel or another. Accordingly, the person will think the way the TV channel tells him.





Secondly, a large number of political programs and talk shows are broadcast on various media channels; they form a certain political position in a person, which expresses the interests of certain political elites. Such ideologized information, as a rule, is not checked by the viewer (listener) and is not critically assessed by him.

Thirdly, the presentation of information by a journalist significantly changes the attitude of people towards this or that event.

So, at the beginning of the presidential election race in 2018, Pavel Grudinin, the candidate from the Communist Party of the Russian Federation, was shown as an honest fighter for justice, but after it turned out that he showed himself from the position of a fraud, the media told the ordinary voter about this. Negative facts about this candidate appeared a little later than expected, which caused a certain public outcry.

Fourth, the media impose certain behavioral standards that significantly affect the perception of reality by ordinary citizens and the elite of society [5]. They become some kind of guidelines and stereotypes. For example, bloggers on the Instagram social network often popularize the cult of ideal relationships between a man and a woman, which is theoretically and practically unattainable; in addition, they actively promote the beautiful life of young people with easy earnings, where the value of work in the public consciousness of young people is involuntarily erased.

It should be noted that today the most influential media among young people are the Internet and social networks, and among the older generation - television. This forms the contradictory attitudes of the older and younger generations regarding socio-political issues in the country. Both the Internet and television have a large number of levers of pressure on the mass consciousness. Every person needs to develop critical thinking in order not to come under pressure from the media.

Almost every person is daily faced with the mass of information that comes from the media. Human interaction with various streams of information received through the media occurs spontaneously. And now the mass media take a leading place in the transmission and broadcast of socio-cultural values and traditions.

The power of states today is determined not only by industrial and military capabilities, but also by a stable and strong media structure capable of fitting into the global information space, actively creating and using information resources and knowledge. The importance of the media in modern developed countries is growing every year. Nathan Mayer Rothschild's expression: "Whoever owns the information owns the world" - more than ever vividly reflects the essence of the media in our time. Scientists began to study the influence of the media on public opinion back in the





middle of the 20th century, thereby trying to prove that the media can be a good manipulator.

Thus, American scientists M. McComes and D. Shaw first identified a direct connection between the topics mentioned in the media and the mood of public opinion by analyzing newspaper articles and television stories. This was the reason for the creation of such a term as “agenda”, which characterizes the set of materials, plots and issues that are relevant in a certain period of time.

The need for new knowledge and experience is of vital importance for a person. It is this need that makes us interested in changes in the world around us, to accumulate and analyze the information we receive. Without all this knowledge, a person will not be able to survive in a constantly changing environment, will not be able to adapt to it, to choose the appropriate behavior for one or another circumstance. It is very difficult to make the right decision when there is a lack of information.

The person feels confused, tense, incapable of any active action. He stays in this state until he gets used to the new environment and accumulates a sufficient amount of knowledge and experience to be sure that his actions are becoming more correct and life is safer.

It is an indisputable fact that the need for information of people is closely related to their life in a world that is constantly changing. New situations place ever new demands, pose new tasks, for the solution of which it is necessary to have the appropriate information. It is important to know how public opinion is formed in real life. The whole society is the bearer of public opinion. The attention of public opinion is directed to all spheres of life - economy and politics, social life, science and culture, the sphere of everyday life and recreation, trade and services. [2]. In other words, there is no sphere of social life that does not attract the interest of society. And the media strives to satisfy all the informational needs of people. The existence of all kinds of forms of social consciousness is justified by the diversity, the complexity of the impartial world. For example, social understanding is formed in the criteria of social reality. The more developed a society is, the more developed its consciousness is. This means that at any stage of the formation of specific societies, a certain period of social consciousness is formed with its own psychology and ideology.

The effectiveness of the media in influencing public consciousness depends on how they manage to find an approach to the reader or viewer, to convince him that their point of view on certain incidents and materials, social phenomena coincides. The implementation of this task requires a clear knowledge and understanding of which social groups make up the audience of a given publication or channel. And each





audience reacts to how this or that TV show or headings in newspapers and magazines take into account its political, ethical, creative, moral and other values.

A qualitative reflection of various interests and tastes, the cultural level of the audience for which this or that information is designed, directly affects the increase or decrease in its number. Information received from a source familiar to an ordinary person turns out to be more significant than from channels unknown to him, which he will not perceive as worthy of attention and trust.

For example, youth television channels and television programs speak to their readers in a common, colloquial language, familiar to modern adolescents and young people. Usually they touch upon the themes of pop music of foreign countries, various subcultures, new films and TV series. And programs for an exclusively female audience are more leisurely, calm, contain materials for caring for children, gardening, personal care, and often show serials of Turkish or Indian production.

The audience of economic or political TV channels and newspapers is not interested in everyday prose, they prefer news about the political arena or informative materials on commercial and financial issues.

In other words, the media adapts to the preferences of each category of people. Due to the fact that the modern world is developing dynamically, and many different points of view regularly collide with each other, public opinion becomes a very volatile component of mass consciousness. It includes more and more new judgments arising from the current problems and needs of life, and previously formed and outdated ones are supplanted and forgotten. [7. C. 203].

Public opinion is one of the most complex in content and functions of the phenomena of social reality, its ability to reflect the needs of numerous informal groups and strata of society, to accumulate their attitude to a very wide range of issues determines the close attention of specialists in various spheres of public life to it as an object of research. It becomes extremely important in the period of social fractures - in situations of uncertain and ambiguous, the experience of resolving which people do not have, as well as agreement on the application of one of the generally accepted practices [7. C. 210].

And it is in such conditions that public opinion is most susceptible to the manipulative influence of the mass media. In today's globalized society, mass media perform many functions, differentiate themselves by specialization, audience coverage, reliability and influence, and, consequently, by the degree of impact on public consciousness. As practice shows, people's dependence on the media is inversely proportional to the level of stability of the social system, since in societies that are subject to cardinal





transformation or are in a state of internal conflict, crisis or revolutionary changes, the circulation of information significantly increases.

Thus, the influence of the media on public opinion is colossal. But, unfortunately, today this influence is used, as a rule, for not good purposes. We must pay tribute to the Soviet period in the history of our country, when the media most clearly formed the traditional values of collectivism and camaraderie, morality and chastity. Looking at today's youth, at its subcultures, it becomes obvious that it is necessary to adjust the policy of the media in the field of shaping public opinion so that the next generations are morally healthy, like our ancestors.

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