



THE ROLE OF THE MASS MEDIA IN FORMING THE INFORMATION SPACE IN UZBEKISTAN

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Annotation

This article reveals the dialectical relationship between mass media and the formation of the information space. Conclusions are drawn about the activity of various age and social groups in the use of various types of mass media.

Keywords: Information space, mass communication, global village, media addiction, new technologies, television, internet, social networks, blogs, media literacy

Introduction

In modern conditions, a problem arises that it becomes more difficult for a person to navigate in the information environment, organize and select the necessary information. The increase in the volume of information, the speed of its dissemination determine not only the need for large-scale implementation of information technologies in all spheres of society, but also the need to prepare the individual for life in the information space.

The information space of the population is characterized by the fact that it is influenced by many different factors, among which a significant role belongs to the mass media. Firstly, because they are a social institution that creates, reproduces and distributes various types of information in society and performs the function of a common carrier of knowledge on behalf of other institutions, thereby influencing the formation of the information space of the population. Secondly, the mass media differ from other social institutions in their long-term impact on a person. The processes of globalization, the development of information technologies and the acceleration of the growth of knowledge put a person in conditions under which he needs to learn throughout his life.

In this situation, there is a growing contradiction between the process of intensifying media influence on the formation of the information space of the population and the ability of the individual to navigate in the information environment of society.

New technologies create new means of mass communication, which, by changing the ways of dissemination and consumption of information, on the one hand, expand the possibilities of forming the information space of the population, on the other hand,





impose restrictions due to their inaccessibility for certain social groups of the population. In this regard, paragraph VII, goal 89 of the Development Strategy of New Uzbekistan for 2022-2026 emphasizes: "Increasing the culture of citizens using information and communication means" [1].

At the present stage of development of society, the role of media communication in the knowledge of an increasingly complex reality is steadily increasing. In this regard, there is a need to study the mass media as a factor in the formation of the information space of the population, which determines the features of this process.

The study of this issue involves the study of changes in the consciousness and behavior of people that occur under the influence of mass communication. In this regard, paragraph V, goal 71 of the Development Strategy of New Uzbekistan for 2022-2026 sets the task of "preventing the spread of false information by timely coverage of objective information in the media, social networks" [2]. Researchers distinguish three main stages in which various models of communication interaction between mass media and the population are traced.

The first stage of research (20-30s of the 20th century) is characterized by the assertion that, firstly, people are under the direct and powerful influence of one or another means of mass communication, while acting as passive isolated individuals incapable of critical reflection information. Secondly, it is proved that mass media act as a powerful factor in the formation of the information space of the population, despite the fact that other factors - education, social environment - also influence this process. Researchers agree that the information obtained as a result of this impact does not contribute to limiting the total influence of mass media on a person.

At the second stage (mid-1940s - early 1970s), the concept of a two-stage/multi-stage information flow is being developed. The results of numerous empirical studies at the second stage made it possible to conclude that the influence of mass media on the population is ambiguous, which led to the emergence of new areas of research, in particular, those related to studying the ability of an individual to influence the communication process, that is, to act as the subject of the formation of one's information space. . In this regard, the problem under study was developed in the theories of the so-called active audience.

Within the framework of the phenomenological direction in sociology, at this stage, theoretical and methodological principles are developed, according to which the personality, which is in a dialectical relationship with society, acts as the main element of subjective reality. At the same time, on the one hand, it is formed by social processes determined by the social structure, conditions of socialization, etc., on the other hand,





the formed personality also affects the world around it, transforming it, but without perceiving it as a product of its own activity.

Analyzing this relationship, researchers come to the conclusion that a person acts as a "creator" of social reality, and at the same time as his "victim", as he is in captivity of the meanings, symbols, social institutions, etc. created by him.

At the second stage, another fundamentally important direction in the study of the influence of the mass media on the personality is the concept of M. McLuhan [3], according to which the means of communication is considered as a message. That is, on the one hand, new types of media have an impact on a person and society as a whole, and in the end, this influence becomes more important than the content that is transmitted in messages. On the other hand, the means of communication also experience various types of influence. In addition, the scientist develops the idea of a global village, according to which the information space of the population is formed under the influence of processes taking place all over the world.

Within the framework of the third stage (the beginning of the 1970 s - to the present), it is characteristic that researchers focus, firstly, not only on the impact of mass media on the views, beliefs and opinions of a person, but also on the influence that they have on the distribution of information and knowledge. Secondly, an analysis is made of a combination of factors related to the content of messages and the individual characteristics of the individuals that make up the audience. Thirdly, there is a tendency to return to ideas about the significant possibilities of mass media influence. At the third stage, the concept of the knowledge gap or the theory of information deficit is developed. At the same time, the main idea of the approach is to assess the role of knowledge in the perception of information messages. The researchers put forward a hypothesis that with the increase in the flow of information in society, they will be perceived to a greater extent by people with a higher level of education, occupying a higher social position.

The essential role of mass media in the creation and transmission of information, knowledge, assessments of events taking place in society is analyzed within the framework of the concept of media dependence. The authors identify several of the most important reasons that affect the state of human dependence on the media in an industrial society: 1) the need to understand the world around; 2) the need for conscious and effective activity; 3) the need for entertainment, escape from reality.

Of great importance is the concept of hyperreality by J. Baudrillard, according to which in modern society there is an erasure of differences between the channel of mass communication and the reality that is broadcast through messages. The scientist identifies four stages in the formation of ideas about reality: at the first stage, the



image as a mirror reflects the existing reality; on the second - distorts it; on the third - masks the absence of reality; and at the last stage, the image becomes a simulacrum, that is, a copy without the original, which exists on its own, having nothing to do with the surrounding reality. A person does not have the ability to separate reality and its representation; in the information space, the boundaries between the original and its copy are blurred.

New technologies create new mass communications, which, by changing the ways of dissemination and consumption of information, will radically transform the possibilities of using information and forming the information space of the population. Traditional mass media imply a unidirectional process of information transfer. In this case, we cannot talk about interactive interaction between the consumer and the sender of information, as well as about the presence of feedback. Whereas new media create a space for dialogue, conditions for multidirectional communication, and the consumer of information has not only the ability to feedback, but also the creation of certain content, both at the interpersonal and mass levels, while acting as a prosumer. The consumption of information on the Internet implies the activity of the subject in its search, orientation in the information environment, skills in working with media devices.

Television still continues to be one of the most popular means of mass communication. among all age groups of the respondents. In the information space of respondents aged 18-34, various communication channels are presented, among which interpersonal communications predominate, to a greater extent - television and new media - the Internet, social networks and blogs than other traditional media (newspapers, magazines and radio). With age, there is a tendency to reduce the number of respondents using new media. The information space of respondents aged 35-44 is dominated by communication channels, such as television and interpersonal communications, and is equally represented by newspapers and magazines, radio and the Internet. Whereas in the age category of 45 years and older, the information space of respondents is more dominated by traditional mass media (television, newspapers and magazines, radio), nevertheless, certain social groups (doctors, teachers, university professors, etc.) actively use Internet within their professions. The presence in the information space of various groups of the population of certain mass media determines not only the possibilities of obtaining information, but also the specific behavior of the population in the formation of the information space. On the example of the Bukhara Regional TV and Radio Company, during 2020-2021, the program "Yoshlar vakti" (Youth Time) went on the air 24 times each year, reports were prepared on the activities of youth organizations and various events organized by





them, more than 150 episodes each year. Programs devoted to the topic of health "Salomat buling" (Be healthy) 28 times a year and "Salomatlik soati" (Health Hour) 150 times a year. In 2022, programs of this nature are included in the TV and radio broadcast networks.

Summing up, we can state that the use of new technologies makes it possible to take a different look at the audience. To use new technology, a person needs to be active, not passive. In the process of forming the information space of the population of the republic through the media, the following contradictions arise: between the opportunities created by new means of mass communication (Internet, cell phones, social networks, blogs, etc.) for the formation of the information space of the population and unequal access to them by various social networks. groups; between an accelerated change in the types, forms of technical devices and technologies of the QMS, and a complete lack of skills or a low level of skills in their use among various social groups of the population; between the growing need for obtaining and updating information, knowledge, information and the low level of media literacy of various groups of the population; between the increase in the ability of media consumers to create media texts and the lack of regulation of this activity (defining criteria for assessing social responsibility for the creation and dissemination of false or erroneous content, copyright, etc.). In this regard, in order to resolve contradictions, it becomes necessary to take measures aimed not only at the large-scale dissemination of information technologies in all spheres of society, but also at preparing the individual for life in the information society.

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