

MASS MEDIA

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ABSTRACT

In shaping public opinion, the media perform an ideological function. The media create an information field for ideological activity, where each bearer of ideology can express their opinion. The article studies the various influence of the media on public opinion, reveals public opinion as part of the mass consciousness, determines the essence of the ideological function of the media, highlights the features and channels of the media's influence on public opinion.

Key words: information, opinion, communication, means, consciousness, carrier, press.

MEDIA

(unlike mass media, QMS) — the totality of public information transfer bodies using technical means; still more common in Russian (compared with the term "mass communication media") is the designation of the means of everyday practice of collecting, processing and disseminating messages to mass audiences.

The term "media" appeared in Russian in the 1970s as a translation of the French term *moyens d'information de masse*. In French, this term has almost disappeared in the second half of the 1960s. The term "media" means the unidirectional impact of the press, radio and television ("top to bottom"), that is, it actually authorizes the authoritarianism of their impact as a matter of course (revealing of which led to its practical removal from the French language), and does not correspond the development of electronic communications, the main vector of which is the instant feedback of everyone with everyone.

The most important tool for implementing political strategies in the information market is the media. As early as 1840, apparently anticipating their future political influence, O. de Balzac called the press "the fourth power". With the transformation in a century of electronic media, primarily television, into an integral element of political discourse, the main tool for conducting election campaigns, this social mechanism has become a powerful political institution that has transformed the system parameters of public power. In general, the place of the media is due to their ability to shape the media agenda in political discourse and influence decision-making mechanisms. As evidenced by the numerous studies of M. McComes, D. Shaw, E. Rogers and other scientists, considering a certain set of problems and organizing a public discussion around the media or influencing the mindsets of citizens, they do not always strive to reflect the interests of society and give people objective information. This determines the need of the state and society to influence their information activities, to set their own priorities through the media in the promotion and interpretation of political problems.

Every day, every hour, a person is faced with the flow of information happening on earth from the media. By analyzing it, each person makes his own conclusions about the "current history". If we look back at the history of the formation of the media in Uzbekistan, we can say with full confidence that it has always played a large role in the political processes of the state over the past 15 years. The question is how the media manage to exert such a huge impact on society and thereby shape public opinion. His decision is especially relevant for young journalists who do not always realize the responsibility that the editorial staff bears when creating material for publication. For example, Zelinsky S.A. in the book "Information-psychological impact on mass

consciousness” synthesizes research data, analyzes texts, and systematizes information from various fields of knowledge, revealing a multifaceted picture of the manipulation of the consciousness of the individual and the mass of people. In particular, it reveals the problematic aspects of the influence of the media on the subconscious of the younger generation.

Public opinion is a reaction of mass consciousness to phenomena, events, processes, trends, conflicts, characters of modern life, i.e. on everything that makes up the current story in its specific characteristic manifestations. Moreover, if the worldview and worldview are relatively stable and firmly hold accepted ideas and ideas, then public opinion is much more mobile, variable and dynamic, due to the fluidity of life and changes in the modern world. It is important to know how public opinion is formed in real life. The mass media is the bearer of public opinion, in an ideal representation - the whole society. Faced with all kinds of phenomena, events, deeds, statements, processes in various areas of life, each subject of public life as an individual carrier of public opinion, trying to understand the world of current phenomena of our time, uses the fundamental components of mass consciousness to understand their nature, meaning and significance - worldview, worldview, historical knowledge and on this basis forms its judgment regarding the phenomena, events of reality. The object of attention of public opinion is all that is essential in all spheres of life - the totality of specific situations in the economic and political life, in the social sphere, in science and culture, in the sphere of everyday life and leisure, trade and services. In other words, there is not a single sphere of the life of society in which the interest of public opinion would not be shown.

For example, take social policy. Social policy is understood as the activity of subjects of governance at various levels, aimed at managing the social development of society, ensuring the material and cultural needs of its members and regulating the processes of social differentiation. It regulates relations between society and individual social actors, communities, groups and between groups. It is also carried out through the interests of people and acts as a management of them. It helps to resolve the contradictions between the diverging interests of various entities, between the current and future interests of society. It is implemented through social planning and management through social events and programs by federal, regional and local authorities. The social sphere, like no other sphere of policy, is in the competence of the mass consciousness. Issues of social justice, equality, social protection and assistance to needy groups, income, benefits, taxes, allowances, etc. meet all the criteria for being classified as real objects of public opinion. Here we need a regime of cooperation between the authorities and public opinion.

Opinion researchers, Edward Burnes, and Hadley Kentril say it’s much easier to study public opinion than to influence it. However, reasonably designed and skillfully implemented public relations programs can crystallize attitudes, strengthen beliefs and change public opinion in a certain way. In this case, according to Philip Ktichen, the following rules must be observed:

- 1) before trying to change public opinion, it should be identified and understood;
- 2) it is necessary to clearly define the target groups of the public;
- 3) specialists in the field of public relations should focus on the “laws” of the formation of public opinion, no matter how amorphous these laws are.

With the development of the information society, the study of the language of the media has become an integral part of humanitarian and especially journalistic education. Modern Russian language with its extensive system of norms - spelling, orthoepic, lexical, grammatical, stylistic - today draws resources for updating the literary norm in newspapers, magazines, on radio and television, that is, in the field of written and oral forms of the language of the media.

The current appearance of variation in the norm is not a sign of its loosening or loss of stability, but an indicator of the flexibility and practical adaptability of the norm to the life situation of communication.

CONCLUSION

Having defined the basic concepts of public opinion and the media, having analyzed various literature, having studied examples of using various methods and means of influencing public opinion, we can draw the following conclusions:

1. The distribution through the media of any information is a responsibility to society.
2. In his material, the journalist must convey all the information as he saw it. Since currently the media is the main source of information.
3. Public opinion is a part of the mass consciousness that reflects the latent or explicit attitude of various social communities to problems. It is expressed in several channels. The main one is the media. The peculiarity of the media is also that in addition to expressing public opinion, the media influence its formation. This study gives the right to conclude that the media is the main channel of influence on the formation of public opinion. The media have the opportunity to act constantly, systematically, given the changes in society. Journalism is able to track the rapid change of events and opinions in society and thereby contribute, if necessary, to reorient the mass audience.

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