

SOME THOUGHTS ABOUT THE PLACE, CONTENT AND NATURE OF THE MEDIA IN THE PRESENT TIME

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Abstract:

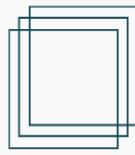
The article provides information on the content and functions of the mass media in the education of young people. At the same time, it is said that the mass media is an important factor for the socialization of the individual, it is important to show the place and role of the mass media in the process of deepening reforms and building a renewed society in Uzbekistan, and it has important theoretical and practical methodological significance.

Keywords: society, information, idea, ideology, social development, function, youth spirituality, reading, internet, information communication.

Introduction

Nowadays, it is possible to get any information about the power and power of the mass media. We think that it is appropriate to give some comments about the essence, tasks and functions of mass information, which is important in the education of our youth, who are the future of our society. Mass information has an organized, organized character. Its social forms are associations, newspaper, radio, and television communities formed due to the need to organize mass media activities. Each mass media is a component of the social system and a tool for spreading the ideas of a certain social stratum, class, group. After gaining national independence, Uzbekistan's success in building a democratic, just and legal society, joining modern civilization, will be the result of fundamental quality changes in all spheres of social life. The first task of the current period is to form the national idea, ideology and to inculcate it in everyone's mind. The development of the national idea is largely dependent on the social, economic, and spiritual conditions of the society, people's aspirations, worldviews. The role of the mass media is incomparable in the national characteristics of the processes taking place in Uzbekistan at the present time, in strengthening independence, ideologically ensuring the development of market economy relations, understanding its essence and adapting it to the trends of world development.

As the President of the Republic of Uzbekistan Sh.Mirziyoev stated: "Mass media" should become a real "mirror of society" in the development of support¹. Sh.M. Mirziyoev. "Khalk Sozi" newspaper, December 7, 2019. This is the only way to solve the tasks set before the mass media in order to build a stable and democratic society in the present era. Ideological education of a person, formation of a perfect generation has always been an urgent problem, and in each era, a unique education has been formed and improved. In particular, information covers all developed branches of technical-technological means of



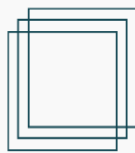
intellectual production, therefore globalization of information has emerged. This step is to activate social, political and political relations, to promote spiritual values to the masses. The process of globalization of socio-political events created the need to improve mass media. After all, without this process, universal values, including national ideas, could not be popularized. That is why the formation and development of the mass media becomes a component of the system of instilling the national idea into the human mind and heart. President of the Republic of Uzbekistan Sh.M. Mirziyoyev said, "Today we are strengthening cooperation with far and near countries of the world, we are striving to deepen democratic changes in our country, and we understand that we still have to do a lot of work in the field of mass media. as in other spheres, mass media should be raised to the level of the "fourth power" not in words but in practice. This is the demand of the times, the demand of our reforms" [2. <http://m.khabar.uz/>]. In fact, radio, television, press and other mass media are an important factor in the socialization of society. today's human being. They lead and educate people under the influence of certain ideas from childhood. to understand the world and what is happening in it. Nowadays, the system of ideological education cannot be imagined without mass media. It is impossible to solve the complex social problem of individual education without comprehensively studying the essence of their activity, the laws of development, national characteristics, and the means of changing ideas that have different effects on the human mind and psyche.

The development and improvement of the information system has a decisive influence on the ideological and ideological education processes of each country. As an important and influential factor of education, the expansion of mass media opportunities, their rational organization, management and control has become a priority. Mass media are multi-functional, all of them are directly or indirectly related to ideological education and upbringing, and the increase of this feature is an objective law. As the President of Uzbekistan, Sh. Mirziyoyev, stated, "Public control in Uzbekistan does not allow any form of encroachment on the legal rights of mass media representatives" [2. Sh.M. Mirziyoev. "Khalk Sozi" newspaper, December 8, 2019].

Analyzing the components of the mass information process leads to a clear understanding of its essence. In the 40s of the 20th century, the 5-point formula expressed by Herbert Lassuel became widespread. G. Lassuel's formula is based on the fact that the mass information process consists of the following 5 components:

1. Who distributes information?
2. What kind of information does it spread?
3. By what means?
4. To whom does it provide information?
5. What is the result?

The interdependence of these five components determines the medium of information content, the audience, and the effectiveness of the distribution process. However, we find that each of these components is implemented relatively independently or is neglected by the media process.



In fact, in the process of spreading certain ideas, the direction, goals and aspirations of each activity are important. Public information is not a spontaneous process, but a purposeful activity. Distributive values do not consist of a simple collection of objective numbers, events, and the like, moreover, facts, numbers, events that appear completely objective are also interpreted, evaluated and evaluated from a certain point of view. will be announced. The mass information process cannot be without the influence of ideological and other factors. Thus, mass information is in any case goal-oriented, so it is natural that the process of its development and distribution creates clear, complex systems with goals and tasks.

It is multi-functional because it is related to all aspects of social life as a mass information structure. In the scientific literature, there are different views about the role of mass media, in most cases the following are given:

1. Information gathering function, generalization, systematization (facts, new stories);
2. Transferring spiritual heritage and cultural values to the new generation. (transformation, succession) tool;
3. Educational function (pedagogical-didactic);
4. Redaction (free time compensation) function.

To be clear, the above-mentioned forms of information are the form of implementation of its main function.

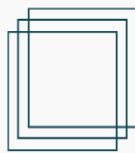
After all, the comprehensive research of mass media requires the joint scientific research of philosophers, sociologists, cultural scientists, political scientists, and psychologists. The urgency and complexity of this task is explained as follows

First of all, in the course of democratic changes and the transition to market economy relations in our country, it was possible to implement fundamental changes in the economic, social and political spheres, most importantly, in a short period of time. the mindset of the population that they could not be imagined or dreamed of for the last few decades.

These changes are accelerating and deepening. Knowing and mastering their essence, improving their thinking and improving the modern way of thinking is the main task of mass media.

Secondly, when Uzbekistan began to develop on the path of independent development, as a result of establishing direct relations with the countries of the world, not only progressive ideas, but also foreign ideas began to rapidly enter our lives. Ideas that do not correspond to the characteristics of our national mentality or are harmful are being disseminated through various media channels. In such conditions, establishing the effectiveness and ideological influence of the directions of mass media activity is gaining great practical importance.

Thirdly, during the period of the Russian Empire, a single communist ideology prevailed, and the class criteria and principles of evaluating events were embedded in our minds. Now, the alternative of opinions, freedom of thought is aimed at compromise on the basis of democratic laws. Therefore, studying and analyzing this problem has become an



important task of the current system of social sciences.

Mass information theory was initially studied in Western countries, mainly from the second half of the 20th century. In sociology, even a special direction - the sociology of mass communication - has emerged. Researchers such as Merrill, Levistein, De Fleur, Cherry, Western scientists made a great contribution to the development of models of mass media development. They studied the problem mainly from a sociological point of view and made important theoretical conclusions.

Since the 90s of the last century, the processes taking place in the world have fundamentally changed the social importance of the mass media, the directions of their activities, and their relations with it. In the conditions of the transition to market relations, to study the functions and development trends of Uzbekistan's mass media, in particular, to study the social role of radio, television and the press in instilling the idea of national independence into the minds and hearts of people, and to study ways to increase their effectiveness. is an actual problem of great theoretical and practical importance.

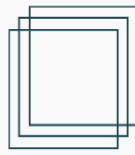
Ҳозирги шароитда оммавий ахборот воситаларининг ривожланиш хусусиятлари, миллий ғоя ва мафқурани шакллантиришдаги роли мустақил тадқиқот объекти бўлгани ҳолда доимий ўрганишни талаб этмоқди. Шунга мувофиқ аҳолининг сиёсий, ҳуқуқий, ахлоқий маданияти миллий ғояни тарғибот ва ташвиқот қилишда радио, телевидение ва матбуотнинг ўрни, улар фаолиятини такомиллаштириш муаммолари кенг ва чуқур тадқиқ қилиниши лозим.

To achieve this goal:

- to determine the factors affecting the spread and development of mass media in the social space and historical period;
- To show the specific characteristics of Uzbekistan in the period of transition to the relations of the market economy, the directions of influence on the development of mass media;
- Analysis of the role of mass media in the globalization of social, economic, political and cultural relations in the current period;
- analysis of the possibilities of the mass media in forming and increasing the efficiency of the national idea and ideology;
- Demonstrating the place and role of mass media in the process of deepening reforms and building a new society in Uzbekistan has important theoretical and practical methodological significance.

Thus, the following general conclusions can be drawn from the above points:

1. The development of society, its specific stages, on the one hand, correspond to the level of development of mass media. On the other hand, mass media prepares the ground for the transition to a higher stage of social development and accelerates this process.
2. With the development of society, mass media cover all spheres of social life and become an important factor of their development. At the end of the 19th century and at the beginning of the 20th century, fundamental revolutionary changes in mass media created new features in social relations.



3. Mass media penetrates into various spheres of social life on a large scale and becomes an important factor shaping the social image of society. Currently, new directions of culture and art have emerged on the basis of mass media.
4. The process of selecting public information and its development, the interconnection of its components will not be free of ideological influence.
5. The development and dissemination of public information is not a spontaneous process, but a purposeful activity. The interests of different social groups influence the content of mass media.

The processes of selection, development and distribution of mass media are complex and cross ideological, epistemological, socio-psychological barriers.

For example, the President of the Republic of Uzbekistan Sh. Mirziyoyev addressed media workers on June 27, 2022: "Mr. Uzbekistan, at the current time when our country is entering a new and important stage of its development, representatives of the media industry - journalists and editors, directors and operators, bloggers, broadcasters, TV channels, newspapers and magazines, publishing houses and printing houses know and highly appreciate that they make an incomparable contribution to shaping the democratic image of our country and glorifying it to the world." said the head of state.

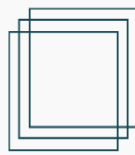
The President noted that the number of mass media in our country has increased by almost 30% compared to 2016 and reached 1962, and that private mass media are an important factor in ensuring the diversity of opinions in society and implementing fundamental reforms. admitted. raising local shortcomings and problems.

In addition, the number of Internet publications in the national information space has doubled in 6 years and reached 677.

A year later, President Sh. Mirziyoyev has mentioned the nature of the messages he sent to the mass media workers on June 27, 2023: in it, state production ensures freedom of speech and press, receiving and distributing information. protection of human rights, establishment of a democratic society and national economy. Consider it a necessary and integral part of the development strategy. For the first time, the processes of implementation of work carried out in state bodies and organizations along the lines of last year can be called an "important step" in the direction of freedom of speech and the publication of the results of the Openness Indexes.

It was reported that today there are 2140 mass media in Uzbekistan, or 626 more than in 2016, 65% of which are non-state mass media. In addition to traditional publications, Internet publications have also developed rapidly, and their number has reached 745. In recent years, 132 million copies of art books and other literature have been published by the publishing houses of the republic.

Looking at the statistics of the mass media system in Uzbekistan, it is appropriate to present the following table based on the approximate and latest statistical database.

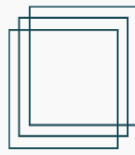


Years	Number media	Number Internet publications	State media/no state media %	The number of publications published in republican publishing
2016	1320	338	60/40	85 million
2017	1374	388	58/42	91 million
2018	1491	428	54/46	99 million
2019	1608	486	50/50	100 million
2020	1725	551	51/49	86 million
2021	1842	614	40/60	110 million
2022	1962	677	38/62	121 million
2023	2140	745	35/65	132 million

The conclusion is that it is appropriate to rely on journalists and bloggers who consider themselves responsible for the work of their country, especially our talented young people, who are entering our national media space with new ideas and initiatives, in order to eliminate the shortcomings.

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