



CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE

eISSN: 2660-6828 | Volume: 03 Issue: 12 Dec 2022
<https://cajipc.centralasianstudies.org>

The Role of the Internet and Mass Media in the Modern Media Space

Khaydarova Dilorom Abdukhamidovna
Kokand state pedagogical institute, Uzbekistan
haydarovadilorom2@gmail.com

Received 12th Oct 2022, Accepted 11th Nov 2022, Online 19th Dec 2022

Annotation

In this article, it is stated that the mass media is the most basic, powerful and influential means of ideology, increasing the flow of information, ensuring speed, accuracy, quality and effectiveness in the process of information transmission, exchange and reception, the wide spread of information around the world and the importance of the Internet in the media space is revealed.

Keywords: Information, internet, digital technologies, media, media space, civil society, mass media (television, computer, internet, mobile phone) threat.

INTRODUCTION.

In the 21st century, the incomparable influence of mass media on the world community is increasing, and the new century is directly called the age of global information. This, in turn, created the foundation for the formation of a global information society. It is difficult to imagine the process of globalization without information and communication technologies. In today's complex globalization era, every person is influenced by information. Freedom and independence of mass media stimulate and strengthen democratic development. Therefore, great attention is being paid to reforming the information sector, ensuring freedom of information and speech in our country.

RELATED WORK.

Today, information attacks carried out over the Internet have become part of the national security strategy of every country in the world, and it has been named cyber security. After all, the merging of the virtual and real world, the misunderstanding of the real world by young people through the virtual world, the dissemination of information that appears positive at first glance, but has a negative effect on the human mind, by various negative forces and currents. It is no secret that it is increasing. There are increasing opinions that it is necessary to make the population media literate in order to prevent these negative aspects affecting the life of the society. Today, media literacy is taught as a separate subject in the complex of humanities in Great Britain and Australia, while in Finland it was included in the curricula of secondary schools in 1970, and in higher education institutions in 1977. In the 1990s, media literacy in the country was replaced by the concept of media education. In Sweden, it has been taught as a separate subject in educational institutions since 1980. In

the 1990s, there were attempts to conduct scientific research of media education in Russia, and the researches of O. Baranov, S. Penzin, A. Fyodorov, A. Sharikova and others can be an example of this. In 2002, a course on media education was opened for higher educational institutions of pedagogy. In 2005, the textbook "Media education" was created under the auspices of UNESCO, and the website of film education and media pedagogy was launched in Russia.

METHODOLOGY.

The world is changing rapidly today. The formation of an effective public opinion has become a necessity to receive and communicate information in all spheres. In such difficult conditions, life sets us new requirements and tasks. The need for the Internet is growing day by day, and as a result, there are huge changes in the field of information and communication. It is through the mass media that the promotion of national and universal values, national ideas and democratic principles is carried out. The mass media has always been a kind of yardstick and indicator of democracy and freedom of speech. A person is inquisitive and is looking for answers to many questions in nature and society from a young age. Seeks to understand the essence of events. Thus, his mind develops and his imagination expands. As this process is continuous and does not stop moving, so a person does not stop knowing and thinking. But there are certain ways and forms of cognition and understanding of the world.

RESULTS AND DISCUSSION.

In their opinion, knowledge can be useful or harmful, necessary or unnecessary. Have you noticed that if you take a toy away from a baby, he cries a little and fusses. But soon he forgets the toy. Because his mind is busy with something else, for example, a book or a notebook in his hand. That is, his interest in the toy in his mind immediately overtakes interest in something else. This is the nature of man: he cannot stand without interest in anything. That is why, if a person's heart or mind is left empty, he will go astray, believing in false ideas and ideologies, not in the values that correspond to his dreams and life interests, evil may follow.

The Internet as a technology of mass dissemination of information has the following stable features that distinguish it from the functional features of previously known mass media:

1. Complexity, that is, simultaneous use of technological capabilities of all previously known mass media;
2. Expansiveness of development, which is a clear tendency to increase the influence of the Internet and the attention of a wide audience from previously known forms and methods of obtaining information to new ones, which opens up the possibility of rapid response to incoming information.
3. The ability to present information in a concise form increases the possibility of attracting public attention by presenting general information in a concise form.
4. High speed of information dissemination. With the significant computerization of the world's population, the speed of information dissemination has increased. This makes it possible for all users to update information in a short time.
5. High manipulation potential. That is, for those who manage the network, it has very high opportunities to convey to a wide audience different views and opinions compared to previously known media.

Thus, the Internet provides really massive and fast access to publishing and searching for information, but this technique inevitably involves the perception and screening out of additional semantic blocks.

In the modern media space, the audience receives a huge amount of information every day. Citizens of the country today have the opportunity to receive unlimited information and information collected by the world community. People of the globe live in times when information technology is able to change their mood, mentality, goals and aspirations, as well as the whole way of thinking. Citizens have the opportunity to assess the reliability of this information, to fully exercise their right to freedom of expression. That is why the urgent issue of ensuring media and information literacy of citizens has been put on the agenda. Mass media are an important condition for the democratization of society and ensuring the freedom of citizens.

In Uzbekistan, the media is the only tool that regulates and connects public relations between political authorities and citizens and ensures transparency between them. From this point of view, it is not for nothing that attention is paid to him at the level of the fourth authority. Currently, the mass media perform a number of tasks not only as a means of informing society, but also as a means of controlling the activities of the state from the point of view of the interests of society. The Constitution of the Republic of Uzbekistan and all applicable laws clearly define democratic rights to receive and disseminate information. In particular, article 29 of the Constitution of the Republic of Uzbekistan states that "Everyone has the right to seek, receive and disseminate the information they desire." [1]

Also, article 3 of the Law of the Republic of Uzbekistan "On Guarantees and Freedom of Information" states that "The right of every citizen to receive information is guaranteed. The right of everyone to seek, receive, research, transmit and disseminate information is protected by the law of the State." [2] At the moment, we can say that in our country a lot of attention is paid to the training of journalistic personnel. Given the multinational population of Uzbekistan, newspapers are published in more than 10 languages, and TV and radio programs are broadcast in several languages. The reason for this is that no matter how society develops, the most effective means of communication with the population will remain the press, radio, television and the Internet. At the same time, in a country where democracy is a priority, the mass media are becoming one of the main subjects of public control.

Today, the head of our state personally supports the mass media. In particular, President of Uzbekistan Sh.M.Mirziyoyev said: "The most important thing is that the mass media comprehensively analyze the large-scale processes of change and renewal taking place in our country, drawing the attention of state bodies and the public to local social problems, mistakes and shortcomings," [3]¹ he said, testifying to the increasing role of the mass media in state governance and society.

Internet sites that attract the attention of many people today, or rather, act as a special media, differ in speed and breadth of possibilities compared to other types. In particular, Uzbeks living abroad communicate with their relatives and friends at home via the Internet. And social networks help people find each other. Of course, its role in establishing fast communication with anywhere in the world, obtaining the necessary information and information, increasing knowledge and education through the Internet is incomparable.

After all, we should not forget that most information flows are illegal and have socially negative content. Based on the scale of the topic, today, in the era of information globalization, our national interests, worldview, spiritual, there are also attempts to introduce harmful ideas alien to our moral views into the minds of young people.

¹ O'zbekiston Respublikasi Prezidentining matbuot va ommaviy axborot vositalari xodimlariga tabrigi. "Xalq so'zi", 2018 yil 28-iyun

At the same time, if we take into account the events taking place around us today, in distant and near regions, evil forces aimed at misleading young people whose consciousness and life views have not yet been formed are also trying to use the Internet to their advantage and the negative consequences of such activities cannot be underestimated. That is why, first of all, young people should appreciate the peace and tranquility that are stable in our country today, and in order to preserve this good as the apple of their eye, they must constantly study and search, and they must always be vigilant and smart. It will be done.

CONCLUSION.

The implementation of constant monitoring of information published in the media, the Internet, including social networks and mobile messengers, which has a negative impact on the opinion of the general population, today's big changes in our lives, the logic of our reforms requires everyone to work in a new way, to put forward new ideas and initiatives. In this sense, strengthening the material and technical base of the mass media, human resources, achieving a worthy place for our national press in the international arena, the development of online journalism, the widespread introduction of market mechanisms in publishing, bookselling and subscription issues, openness and healthcare, we have a lot of work to do in order to work in conditions of fierce competition.

References:

1. O'zbekiston Respublikasi Konstitutsiyasi. T.: O'zbekiston, 2020. <https://lex.uz/docs/-20596>
2. O'zbekiston Respublikasi "Axborot olish kafolatlari va erkinligi to'g'risida"gi Qonuni. <https://lex.uz/docs/-1319>
3. O'zbekiston Respublikasi Prezidentining matbuot va ommaviy axborot vositalari xodimlariga tabrigi. "Xalq so'zi", 2018 yil 28-iyun
4. Nozima Muratova, Nargis Qosimova, Gulnoza Alimova, A'zam Dadaxonov, Azizaxon Ilyosxonova, Sitora Xolmatova, Nigina Xakimova: Jurnalistika "Onlayn jurnalistika va mediada yangi trendlar" -T.: O'zbekiston, 2019. 135-b.
5. Karimov I.A. Yuksak ma'naviyat-yengilmas kuch. -T.: Ma'naviyat. 2008.
6. Karimov I.A. "Jamiyatimiz mafkurasi xalqni – xalq, millatni – milat qilishga xizmat etsin" Toshkent "O'zbekiston" 1998 y.
7. Muhammad Amin Yahyo "Internetdagi tahdidlardan himoya" o'quv qo'llanma. T. 2015 y