IMPACT OF MASS MEDIA ON PUBLIC CONSCIOUSNESS IN MODERN WORLD

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Abstract

The article examines the features of the activities of the media, the Internet and their influence on the formation of public opinion and public consciousness.

Despite the fact that there is still no single view of the nature of such an impact, the relevance of studying the mass media is increasing, since they have unique capabilities to simultaneously transmit a large flow of information to millions of people around the world.

It has been established that the methods of influencing the opinions and behavior of society are constantly being improved.

It is concluded that at the present stage of development and functioning of the mass media, there are various problematic aspects that require more detailed consideration, one of which is the impact on the formation of public consciousness by manipulating the latter.

Introduction

In the 21st century, the word mass media takes on the meaning of mass communication. The problem of the influence of the media on the mass audience has been of interest to many countries for many centuries. At the beginning of the 20th century, when the mass media was finally formed, the idea of mass manipulation of society became possible. With the advent of the Internet, television and radio, the World has become more informative. Information has become a daily and necessary content not only for minorities, but also for a wide audience [1].

The ability of the media to influence and shape public opinion has increased significantly over the past decade. Many researchers call the media "the fourth estate", justifying its enormous impact on the social sphere. When considering the informational and

psychological impact of the media on the mass consciousness, it should be borne in mind that the population has a high probability of slowing down critical thinking and imposing well-known stereotypes on them. Through the dissemination of stereotyped information through the media, the individual's ability to critically analyze reality and the desire to influence the consciousness of the masses decreases [2].

Martin Loffelholz and David Weaver address an important sphere of mass media research in Global journalism research: Theories, methods, findings, future. A corpus of literature has examined journalists and journalistic practices in North America and Western Europe in the last 60 years, but journalism scholars have written much less about newsmakers in many other parts of the world. Loffelholz and Weaver's edited volume discusses the importance of international journalism research and encourages scholars to conduct more studies of global journalism. Global journalism research contains chapters on journalism theories as well as trends in international journalism scholarship and also includes chapters detailing journalism research in a number of different countries.

The content of mass consciousness is considered in sociology, psychology, cultural studies, political science. For the first time, the interpretation of the phenomenon of mass consciousness was given in sociological science. Mass consciousness is a type of social consciousness associated with the activities of the masses, which are a special social community. From a substantive point of view, mass consciousness is the ideas, views, concepts, judgments available to the masses that characterize the social life of society. It does not include such spiritual components as science, professional ethics inherent in public consciousness [3].

The volume addresses a number of timely topics in international communication. Mark Deuze's chapter on journalism education in the age of globalization, for example, discusses an extremely important topic, particularly as more and more federal grant money becomes available for research on journalism education and media literacy programs around the world.

The media not only actively influence citizens' perception of events as a separate political phenomenon, but also shape their attitude to general politics in society.

It should be borne in mind that in connection with the political and economic changes taking place in society in recent years, new views have been formed on the essence, significance, place of the media in society, and the principles of journalism. The diversity of opinions and opinions increases the importance of the media with different directions: goals, requirements, contradictions of opinions, political and social. Members of the society now have the opportunity to choose their spiritual needs [4].

That is, in fact, the objective prerequisites for the principles and foundations of the information society are fully formed. Thus, in the opinion of Professor of Moscow University E.P. Prokhorov, journalism is a complex system of activities that ensures the normal functioning of a special social institution in society, consisting of several systems of institutions.

Today the people and economy of Kazakhstan, embarking on a new path of development, are undergoing great changes. Democratic transformations are deepening, the necessary conditions for the processes of general transformation of society are stabilized. In such a transitional period, the influence of the media on public consciousness and political social status is clearly expressed [5].

With the direct participation of the media in all events taking place in a sovereign country, along with other sectors of society, an information service appeared.

The diversity of property classifies information activities in the direction of legal and economic status and political and social approach.

Information in the course of the development of society, representatives of different civilizations have long thought about history and the possibilities of assessing the future.

At the present stage of social development, the young state faces the question of preserving the achievements of civilization as a material and spiritual benefit [6].

Every nation should remember about planetary cooperation, which can become a guarantee of human understanding, developing a way of life, customs in addressing the internal culture of its state.

Discussion

Mass consciousness is a social reality independent of our consciousness. That is, the laws of its existence are separated from the laws by which psychology and the life of each individual in society are governed. The formation and functioning of mass consciousness can be viewed from two points of view: First, as a reality that is formed and develops according to its own laws; secondly, as a phenomenon controlled by ideological means from the external environment.

With the help of information disseminated through the media, it is possible to form the necessary point of view, opinion on a particular event. In the information-psychological impact on the consciousness of the masses, the frequent repetition of the same information leads to its unconscious memorization and affects the decisions and actions taken by people. Sometimes for the dissemination of information there is no need to cover the masses as a whole, but only to disseminate information as a whole, affecting a small part of it. In modern society, where information and communication tools are widely used, information is disseminated in the shortest possible time at an accelerated pace. In addition, it is important to be the first to inform about a specific event, as the primary information is impressive in perception.

The media play an active role in shaping stereotypes in the minds of people. With the help of the media, standards of activity, social myths and political illusions are formed [7].

In relation to the media, the main task of the state and civil society is the objectivity and reliability of journalistic activities, complete, clear, high-quality and morally correct social control over the information image. The social influences of media culture have developed in a positive and negative manner associated with publication in various institutions and fields of activity.

The media play an important role in the transmission of culture and traditions, spiritual information to future generations. German sociologist N. Lumansha notes that the media is the main tool for building the future. At the same time, according to him, high-quality media, in addition to the preparation of intellectual products, form the National media style, contribute to the strengthening of ethnocultural identity in the global information field [8].

It is necessary to keep under control the open information space, the latest media technologies, which unquestioningly penetrate from abroad. In addition, a message that works in the interests of the nation must identify keywords and monitor the Internet space. It is necessary to timely adapt external trends to our national worldview. The media platform is currently not limited to traditional media. It is important to remember that in the Internet space, any user can create content and thereby influence consciousness.

State policy in the media to develop opportunities and raise awareness for the media to call their diversity in their societies into this policy, not to mention the other, supporting intercultural exchange, and negatively extracting stereotypes and blind beliefs, countering intolerance in other ways, is necessary for adequate action.

The media play two important roles in the process of social integration.

First, they belong to minorities in the use of their rights, including their language for persons to whom they belong and to develop their culture, relevant in the implementation is a forum.

Secondly, the mechanism for receiving and transmitting information is the intercultural interaction of the media in connection with dialogue and mutual understanding, which negatively affects society, counteraction to stereotypes, blind faith and intolerance, and, of course, this is important for strengthening the separatist situation [9].

They receive all the necessary social information in television and radio broadcasts, periodicals. This is especially evident in the formation of opinions on issues, to find and demonstrate their direct experience, for example, about the situation in other cities, regions, countries, political leaders, economic conditions, etc. Man, and his daily life are increasingly dependent on mass communication, creating for him a kind of "second reality", "subjective reality". Communicative situations in which a person carries out informational and psychological influence with the media can be distinguished into one group of communicative processes. In this situation, watching TV, listening to the radio, reading newspapers, magazines, various printed publications, interacting with various information systems, etc. The preparation and transmission of information is carried out through mass communication. The content of this service should be the collection, processing and dissemination of relevant, socially significant information [10].

Public policy in the media promotes intercultural exchange and contributes to the formation of negative stereotypes and it must take on the critical edge of intolerance. Measures in this regard, specific criminal and administrative offenses established for from sanctions in the media actively support the existence of minority languages and cultures, including through special funding.

In addition, media policies, self-regulatory mechanisms and licensing regimes, the opinions and needs of different communities, fostering the exchange of information are independent and pluralistic, responsive and responsive should provide for a comfortable media environment.

The main social and democratic role presupposes special protection of their freedom provides. However, the media in shaping the social environment, including the general

on the issue of relationships, an important role in the social consolidation of their activities and means the need to take into account and influence the integration of the content [11].

Developing psychology, using the media, various methods and ways of influencing human consciousness were revealed - the media had a full impact on society. Now this effect is becoming more dangerous than useful and informative. Currently, people are trying not only to convince something, but also to convey and implement something, and not with the help of irrefutable arguments, but with the help of all methods, such as multiple repetition, using the technical capabilities of equipment to distort facts, changing the frame every 4 seconds to engage your audience. In the sphere of considering public opinion, as a rule, problems, facts, events become relevant, and in turn, arouse public interest, allowing for several comments, as well as the opportunity to conduct discussions on the topics raised [12].

In modern society, a person is simultaneously influenced by various parties, for example, such media as television, newspapers, magazines, radio. It is very difficult to navigate and understand the large volume and volume of information, since a person does not always have the opportunity and desire to check the reliability of the information received.

Often, having received information, a person perceives it as simple, that is, he considers it to be the only correct one, which contributes to the formation of false ideas that have nothing to do with reality.

The media should impartially and truthfully convey ideas and information to the state and citizens that will help create an adequate and complete picture of the world and become an open dialogue platform within society. The task of a democratic state should be to preserve an environment that allows the Internet, television, radio and print media to carry out their independent and free mission [13].

So how does the media have such a huge impact on society and thereby shape public opinion? Currently, it is these media that give a person a huge opportunity to receive the latest and most relevant news from any corner of the world, to find out the situation in the world. Of course, a person himself cannot independently verify the obtained facts for reliability.

Therefore, everyone relies on the reliability of this or that information provided by journalists. It turns out that people believe in evaluating and evaluating events in the media.

The further attitude of society towards this event depends on a competent interpretation by the Novosti correspondent. The changes taking place in the last decades in the sphere of social structure are truly revolutionary in nature, the main feature of which is the general penetration of the information aspect into all spheres of life. An important consequence of the ongoing transformations was the change in the world outlook of people [14]

The media have taken their place in the daily life of a modern person, firmly entrenched in him. If we talk about young people, today it is difficult to find in your life a person who could refuse the existence of television and especially the Internet. View news, advertisements, entertainment programs and shows, TV series, as well as horoscopes, weather forecasts, etc. became a part of our life, and a person does not even suspect about the influence of this process on the formation of his life attitudes, behavior stereotypes, habits, everything that makes up our daily life. And this formation is directly related to the work of the media.

Of course, one cannot speak only about the negative influence of the media on the way of life, the formation of habits and values of young people, which would be a biased attitude towards the existing problem. The mass media, shaping the needs of people, have a social, cultural, psychological impact on society, and these needs are not always associated with the acquisition of material wealth (but we do not exclude this). These can be needs aimed at self-development of a person, his self-education (for example, there are many educational lectures on the Internet), raising his cultural level (the Culture channel), forming an attitude towards a healthy lifestyle, motivation to achieve goals. [15]

The mass media, being the main source of information and currently the main means of communication, traditionally perform the most important social functions, including communicative, educational, broadcasting and socializing. But the question arises whether these needs are satisfied by the mass media, and is their influence so great on the personality of a young person and his life goals? Indeed, in the era of censorship on radio and television, there were negative trends in the lifestyle of young people, not everything was cloudless. Therefore, it is necessary to note the positive impact of the media, especially the Internet on young people, and analyze, first of all, their negative impact on the bulk of the younger generation.

Conclusion

Thus, the place and role of modern information contradictions in the mass media system, provided that a steady tendency towards the formation of a world information civilization in the near future is maintained. In this regard, the fact that the introduction of computer technology is carried out on a large scale and everywhere, contributes to the strengthening of mass communication in all aspects of human life. With their help, you can easily influence the formation of personal and social consciousness. With significant and the same development, new technical means and technologies for transmitting information have become operational and, thanks to this, have a targeted impact on people and society in the world. It has a significant impact on the consciousness of people by means of mass communication. They, being a mass media system, use methods of open and hidden influence on the formation of public opinion.

Practice shows that the most frequently used, including the manipulation of consciousness and misinformation of people among the general population. Thanks to the ability to change the direction of the masses' activity and control the displacement of public consciousness through the mass media, the ruling elite transfers the informational advantage of a certain social system. It is the achievement of dignity that is the main goal of information contradictions. After all, the information impact affects all spheres of life of a modern person, information and information technology are becoming an effective tool for conquest. Information is already being viewed as a resource source and competitive advantage. "In a

post-industrial society, information about power becomes decisive management. In this regard, dependence on intensive transfers, ensuring the reliable functioning of world politics, information and communication systems, and unscrupulous journalists and some stakeholders have the opportunity to control public consciousness and, as a result, the movement of the masses Much depends on how the event is presented, from what point of view the journalist covers and tells this or that fact, event.

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