

## THE IMPACT OF MASS MEDIA ON HUMAN LIFE

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**Abstract:** *In our article, you will get a general understanding of mass media. In addition, several different types of information about media types and directions. Also, did the term mass media exist in the past, and how much was it supported by the state and how information was distributed to the public. You can get interesting information from each other like this. It should be added that the mass media play an important role in today's society and to what extent they are supported by the government. You can find similar interesting information in our article*

**Keywords:** *Mass media, communication, social network civilization, electronical newspaper, popular media, analytical skill.*

In today's technological age, mass media is one of the main links of society. The main function of the media is to convey information, which is directed from the sender to the receiver. According to the legislation of the Republic of Uzbekistan, periodical distribution with a permanent name and in printed form (newspaper, magazine, newsletter, bulletin, etc.) and/or electronically (television, radio, video, newsreel programs, websites on public telecommunication networks) The form of publishing or broadcasting at least once a month, as well as other forms of periodical distribution of public information, is indicated as mass media. As a means of communication, all the tools, channels or forms of information transfer that people use to carry out the communication process are called media. Mass media are so broad that they range from writing to today's information and communication technologies. The roles of speaker and receiver may or may not change. Therefore, the mass media respond to at least two main means of communication: 1) One-way communication, in which only one of the subjects acts as the sender in front of the receiver. Wireless communication. Mass media (communication) is a medium used to convey information or data. Can also handle the buying and placement of advertising media, various media, content, and advertising. Broadcasting media transmitted over mass electronic communication networks is digital media, an electronic device used to store, transmit and receive digital information, communication delivered by electronic or electromechanical energy Hypermedia, hyperlinked media interactive media, interactive media mass media, large audiences through mass communications inclusive technologies MEDIA programme, the European Union's initiative to support the European audiovisual sector multimedia, communication involving several forms of information content and processing new media, traditional media and a

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combination of computer and communication technologies media, mass media to deliver news targeted print media, communication on paper or canvas published media, anything made available to the public yoki is the news media. There are different social networks depending on the platform and the format they use to communicate. All printed publications, such as newspapers, magazines, brochures, etc., are called print media, which are used as material means of information transmission. It is the oldest means of communication. Another means of mass communication is radio communication, which is based on the use of radio waves to transmit sound signals. In this sense, radio recordings are bigger than print media. Social networks are part of digital media. However, they deserve to be mentioned separately due to their complexity, because they exist in all media, both interpersonal and social networks: smartphones, computers, methods of interaction on radio and television, etc. Social media covers everything. They are channels that enable rapid and personalized messaging, as well as the production and transmission of images, video, audio, and text in a broad or mass social setting. They crossed all the functions of their predecessors and completely revolutionized the way communication was conceived by adding a key element, user-generated content. Thus, social media or RRSS has become a space for promoting projects, values, ideas, concepts, symbols, beliefs, goods and services of various kinds. History, location, activity, level of education, faith, etc.). Among them we can mention the following: Instagram Google Plus Snapchat Twitter Facebook Facebook Messenger Whatsapp Skype Line MySpace Telegram. . Some of the reasons for its value and interest are the creation of social movements, the transfer of information, the promotion of organizations, the definition of culture, etc. Today, mass media is always around us and actively follows us in all communication processes. The various media available include traditional and new social media. Traditional mediums include the telephone, newspapers, magazines, radio, movies, or television. New social media encompasses a variety of applications and technologies developed from smartphones, social networks, electronic newspapers, and more. As a result of this evolution, due to the satisfaction generated by keeping in touch with friends and family or sharing experiences with the world through images and videos, society is constantly connected to social media for its own satisfaction. Another bonus can be finding information easily and quickly using programs such as the Internet. Media is vital because they can keep everyone informed about the various events happening in the world. Today, with just one click, you can browse the latest news, consume entertainment content or simply turn on the radio, TV or comment on some news you see in the newspaper every morning on social media. The history of mass media is closely related to the inextricable development of civilizations. Therefore, the media gather records to interpret or highlight events that occurred during the evolution of societies. The influence of the mass media

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limits the content, which strengthens the mechanisms of the relationship of the person to the roots of the site. Media coverage can build your profile in the community, which means you can attract more members, reporters, influencers, etc. They help us understand the relevance of events, observe and analyze the panorama of the world, which is our increases our spread between what's now and what's happening so that it weighs more heavily among those who share, read, or search for news in context. Communities always interact with social media for their own satisfaction, as the media service is for consumers to report, write and share experiences. It should also be noted that civilizations have a vast cultural content that deserves to be recorded for its preservation. References therefore depend on the expectations of what the audience wants to see, broadcast or express in order to maintain an authentic connection with the world and their culture in general. The use of technological means is redundant to register and spread the same civilizations. Mass media include morals, geography, family behavior, art, language, business, politics and entertainment products such as films, documentaries, soap operas, radio series, short stories or serial operas. Is a tool for the dissemination of cultural content. Criterion is also a key part of our personality when it comes to choosing the television programs we want to watch. Many times we realize too late that we don't have a defined benchmark, but it's always important to sharpen the senses to create your own. There are trends that challenge or establish the requirements of subjects that can help you in public life. Young people have a firm position on the issue of scope, but it is always important to form a paradigm of thought and to understand new trends when talking about thinking. Media programs are based on what the viewer wants to see or what the channel wants to show, and even some types of broadcast ratings are programmed to please the sector that consumes this type of content. Therefore, people rely on the image of the media in their understanding of reality, and they use the opportunity to interact with the media in addition to entertainment and learning. This conversation can manifest itself in many ways and can have different effects on the media. For example, ratings can lead to the cancellation or extension of a television show. This two-way communication can also be done through technological extensions such as mobile phone, text message or social networking. In this way, it is no longer a one-way communication like a «hypodermic needle», but a democratic and personalized construction. Mass media promotes our awareness by being a vast source of information and knowledge. They provide us with real-time numbers, accurate information in relevant situations, news, events and achievements of mankind. This data is analyzed, through programming, by communications professionals to build face-to-face conversations and opinion matrices. Knowledge is power. Ethically responsible media is dedicated to digesting large amounts of content, filtering and setting an agenda of topics of interest to the audience. When this

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information is received by the audience, it creates interest, strengthens relationships, appeals to conscience, and even directs possible actions. Mass media plays a constructive role for society by exposing social issues that concern us as a society. When the media exists and publicizes them, the public is aware of the steps needed to solve the problems. Mass media also help to convey the public voice to the authorities. Mass media keeps us informed about various events happening in the world. With the help of mass media, you will gain immense knowledge on various subjects due to its great variety. One of the important forces in mass media is the shaping of opinions. For a group or organization, this provides great opportunities to reach out to many people who will have a positive opinion of what you may hear or see. However, positive opinions expressed in the media can be replaced by negative opinions generated by public opinion. Society is heavily influenced by mass media. Mass media move many people and it is they who help to get information about many issues, form opinions about different positions and make decisions. Media is what keeps people updated and informed about the happenings around them. One of the important tasks of mass media is to educate society. We can study and analyze different reviews using media, compare prices for different things, read political news, fashion, war, weather, health and much more. If you have an organization or company, the media is important in informing and promoting yourself, especially in your marketing and public relations plans. We've talked before about how important the media is as a tool for disseminating information or education, but it's ultimately powerful in terms of shaping the positive and negative opinions we can form about a topic, campaign, or organization. Mass media can have a multiplier effect on the good work done by social groups. It is easier to motivate people to support such groups if they know what they have done and what they are doing. The more support we receive from the media, the more likely our messages will have an impact that will translate into real conversions and be able to increase the company's goals through realistic plans through communication. Can also have negative effects, distracting them, disrupting their sleep, exposing them to bullying, rumours, unrealistic views of other people's lives, and peer pressure. The risks may be related to the extent to which teenagers use social media. A 2019 study of more than 6,500 12- to 15-year-old teens in the United States found that those who used social media for more than three hours a day may have a higher risk of mental health problems. Another 2019 study of more than 12,000 13- to 16-year-olds in England found that using social media more than three times a day was predictive of teens' mental health and well-being . Other studies have also observed a link between high levels of social media use and symptoms of depression or anxiety. A 2016 study of more than 450 teens found that increased social media use, late-night social media use, and emotional investment in social media, such as being upset when blocked from logging in – each associated with poorer sleep quality and higher

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levels of anxiety and depression. Teens' use of social media can also determine its impact. A 2015 study found that social comparison and feedback seeking among teens using social media and mobile phones was associated with depressive symptoms. Additionally, a small 2013 study found that people who use social media passively, such as by viewing other people's photos, have lower levels of life satisfaction. Those who used social media to communicate with others or post their own content did not experience such declines. The use of social media in politics refers to the use of online social media platforms in political processes and activities. Political processes and activities include all activities related to the governance of a country or territory. This includes political organization, global politics, political corruption, political parties and political values. The Internet has created channels of communication that play a central role in the circulation of news, and social media has the power to change not only the message, but also the dynamics of political corruption, values, and conflict dynamics in politics. Through the use of social media in electoral processes, global conflicts and extreme politics, diplomacy around the world has become less personal and sensitive to public opinion. The media is undoubtedly one of the most important influencers in our daily lives, the most . While both positive and negative emotions are spread through the media in peacetime, the influence of the media only increases in times of war, when opinions are divided and people are easily swayed by themselves. What role does the media play during war and how much influence does it have on the audience? Of course, we're all familiar with the popular political comics that stir up a lot of controversy. An age-old source of entertainment, especially when tensions are high in any country, political comics, parodies and motion pictures play a major role in swaying and influencing audiences. There are many posters of many wars and their political agendas, perspectives of their creators and sometimes calls to action, which gives a different perspective to the conflict in the region, especially for those who have not been caught in the heat of the moment. Some schools of thought believe that times of war can be too intense for the press to reliably cover, and furthermore, whether a country would allow civilians to enter combat. How many people risk their lives to be battlefield reporters? The term «social media» refers to Internet-based applications that allow people to communicate and share resources and information. The emergence of these new communication channels means an opportunity to expand warnings to different segments of the population in emergency situations. By relying on only one platform, these technologies have the potential to prevent communication breakdowns and thus increase the spread of warning messages, but also present new challenges for policymakers. Organizational use of social media for emergencies and disasters can be viewed as two broad categories. First, social media can be used somewhat passively to spread information and get user feedback through inbound messages,

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wall posts, and polls. The second approach involves the systematic use of social networks as a tool for emergency management. Systematic use may include: 1) using the tool to make emergency communications and give warnings; 2) use of social networks to receive requests for help from the victim; 3) monitoring of users' activities and announcements to establish situational awareness; and 4) use of uploaded images, including damage assessment and other areas. Media can be a component of active learning strategies such as group discussions or case studies. Media can be a movie clip, a song played on the radio, a lecture podcast, or a newspaper article. Students can also create their own media. For example, student video projects can be a powerful learning experience. Using media to enhance teaching and learning complements traditional approaches to learning. Effective teaching builds a bridge between student knowledge and the learning objectives of the course. The use of media engages students, helps students retain knowledge, creates interest in the topic, and demonstrates the relevance of many concepts. Benefits of mass media for students: Popular media (movies, music, YouTube) are familiar media for students and can help draw attention to the theories and concepts being discussed and maintain student interest. Students can see theory and concepts in action. Not figuratively, but theories and concepts jump off the screen. Students can improve their analytical skills by analyzing media using the theories and concepts they are studying. Using media in the classroom allows students to see concepts and new examples while watching television, listening to music, or going to the movies with friends. Students can experience worlds outside of their own, especially when the media is so different from their local environment. In addition to the many advantages, there are also a number of caveats that teachers should keep in mind when using media. Using media requires a thorough understanding of copyright law, an appreciation of the workload involved, and some skill in recognizing content that enhances learning rather than distracts.

Created by: Davronjan