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PUBLIC OPINION FORMATION MEANS (ON THE EXAMPLE OF MEDIA INFORMATION)

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Abstract. The article deals with a comparative analysis of the media information system as a topical issue in all spheres of social life, the specifics of this phenomenon, its types, mechanisms, tools, propaganda technology, influence opportunities, and its role in shaping public opinion. In addition, the components that enhance the ability of the individual to use media information have been schematically formulated, and suggestions and recommendations have been worked out to increase the effectiveness of the institutional system which plays a role in the psychology of the general public.

Keywords: media information, public opinion, its constituent components, media promotion technology, media mechanism, media tool, public psychology, media space and institutional system.

抽象的。 本文将媒体信息系统作为社会生活各个领域的热点问题进行比较分析，探讨了这一现象的具体情况、其类型、机制、工具、宣传技术、影响机会及其在塑造舆论方面的作用。

此外，还对提高个人使用媒体信息能力的组成部分进行了示意图，并提出了建议和建议，以提高在公众心理中发挥作用的制度体系的有效性。

关键词：媒体信息、舆论、其构成要素、媒体推广技术、媒体机制、媒体工具、公众心理、媒体空间和制度体系。

Introduction. The rapid intensification of the media information process, the scale of its impact on public life, the unilateral threat to the public consciousness, the very media's changing public opinion, alienating it from the interests of society and the state, has a negative conformist approach to it. According to international sociological organizations, there is a contradictory relationship between media information and public opinion, between public opinion and

reality in developed countries, and at the same time there is a conformist attitude of public opinion to national interests. From this point of view, the extent to which the media is able to influence the formation of public opinion today, the possibility of further clarification of the mechanisms of control over this process, remains one of the current research topics of philosophical-sociological investigations in the

world(Tashmurotovich and Ashirkulovich 2020).

Forming a sound public opinion against the negative phenomena observed in today's media space, i.e. managing and stabilizing media processes in solving global problems, developing public opinion in the field of national and global security in the international media market, managing institutional system integration, conducting research methods and tools is considered to be the main aim of this article as to clarify the level of its efficiency.

Methodology. On the basis of abstraction of the media information system, its components that allow the formation of public opinion are systematized on the basis of historical, logical, comparative methods. The obtained results are studied by the method of generalization, modeling, comparative typological, factorial analysis, the generality of the problem is determined and the special elements of the formation of public opinion under the influence of the media are revealed.

Discussion and results. The intensification of today's globalization processes which are considered to be the information age is becoming more and more widespread that, at first, if this is bringing new needs to lifestyle and mentality of youth, and, secondly, the conditions and forms of communication, the emergence of new perspectives and values, also lead to an increase in the number of young people who are more likely to be affected by the information crisis. It should be noted that this period is not only a period of great opportunities, but also a sharp tool of ideological influence in the current situation, increasing its impact on human life and the society in which he lives(Toshmurotovich 2014).

The flow of information, which has been accelerating since the second half of the XX century and has developed rapidly into the XXI century, has a serious impact not only on the development of society, but also on the human factor. In particular, the popularity of the "mass media information" direction of the media is moving beyond boundaries of infinity.

The word "media" is derived from the Latin "medium", meaning "middle, intermediate"(Pedagogical aspects of the formation of media and information literacy 2017). In modern usage, however, it can be seen that the term has several meanings. In particular, "media" is a complex system that includes media such as newspapers, television, radio, the Internet. Today's media uses the space - news, advertisements, electronic information, offline and online games, photo designers, music, music videos, movies - as a source of social consumption. In general, what opportunities are there in the media to change public opinion?

Media information options:

First, text, image and voice services, and other media information capabilities that keep people up to date with news - allow a person to receive information quickly and efficiently.

Secondly, the media allows every citizen to act in the process of using information from the point of view of his own point of view, within the limits of his views, spiritual, enlightenment, moral and spiritual potential, to live in his own world and to express his personal attitude to the outside world.

Third, in the new century, the popularity of the media space remains an important factor in the development of the world community. For example, the development of science and technology through information and communication technologies creates great

opportunities to meet the material needs of mankind and society, in the process of which the high-tech media space is a complex system capable of providing any product to society.

Fourth, while the possibilities of communication expanded with the advent of oral speech in times immemorial, the development of written speech had ushered in a unique new phase in this regard. As a result of the emergence of modern media and its impact on the conditions of technical progress, integration and globalization has led to radical qualitative changes in the information space. This not only affected the diversity of information (radio, television, press, telephone, fax, mail, internet, etc.), but also created a “social space” that differed rapidly from previous periods of social development. In such circumstances, the process of media information consumption in the individual has led to the embodiment of new trends.

Media and its impact on public opinion:

Radio is a medium that can reach 95% of the world's population. According to the International Telecommunication Union, 75 percent of families around the world have at least one radio(<https://gujum.uz>). As the Internet and mobile devices become more modern, the coverage of radio is expanding and the possibilities for more efficient use are increasing. Despite the fact that new technologies are entering our lives in the XXI century, radio has not lost its importance. Because you don't need knowledge like using the internet in order to listen to the radio. The radio can be listened to by all, young and old, scientists and ordinary people. Therefore, radio can not only convey information to the general public, but also directly influence public opinion. For example, during the Second

World War (Cold War), the radio wave was considered the most effective means of influencing public opinion. At that time, a number of radio stations were established to wage active information and psychological warfare: "Liberty", "Voice of America", "German Wave", BBC. In particular, Radio Free Europe / Radio Liberty (RFE / RL) was originally set up by the US State Department and the Central Intelligence Agency under the name of Radio Free Europe / Radio Liberty to fight socialist countries(xorazm.adliya.uz). In 1951, O. Jackson, the organization's political adviser, told the station's staff that "this (radio) is a psychological warfare service set up to cause internal unrest in the countries where we broadcast"(xorazm.adliya.uz).

From the above data, it can be seen that while radio has entered human life as a source of information with a unique sphere of influence, its level of opportunity is becoming more diverse due to the diversity of its uses. In particular, today's media provides ample opportunities for "external forces" powered by space to change the psychology of radio-community, to shape it from its sphere of influence to a specific goal.

TV is a fast and objective media that provides information about various events and processes taking place in the world.

The flow of information to the general public through television is transmitted at different levels. For example, TV is a phenomenon that has the ability to objectively influence the human factor as an influential propagandist subject to life problems, daily worries and ways to solve them - influential words, video produced in a visual presentation and reaching an unlimited audience.

In any society that has truly chosen the path of democratic development, television, which

provides information, plays an important role. Because the results achieved, the existing problems and suggestions and recommendations for their solution are covered directly by the mass media. Thus, it is true that it make a worthy contribution to ensuring socio-economic stability in society.

In today's world, where the world has become a single information space, the struggle for ideas is intensifying in various forms. In such a perilous period, television is manifested in the struggle against thought, against ignorance, or against enlightenment. It is well known that every newspaper, magazine, radio, television or internet has the power to have different levels of psychological impact on the public consciousness. In particular, the fact that a moving image is shown on TV along with the sound increases its effectiveness. Today, the fact that many radios and TV channels are broadcasting day and night shows that the information space is growing.

The telephone has already become an integral part of modern times. With its help, we have the opportunity to constantly communicate with those who are close to us, as well as with people who can solve even the most complex problems in any part of the world. The creation of the mobile phone can be called a real revolution of technical progress. However, all technical progress has both positive and negative consequences:

- British doctors have proved that mobile phones are harmful to the body, causing various diseases. Dr. Vini Kurana, who works in London, points out that brain cancer associated with the negative effects of the phone is not bypassing children either, and that if it is ignored, the number of children dying from cancer will increase in the next 10 years;

- Electromagnetic waves emitted from the phone cause a disorder in the human genome, disruption of cell activity, the activation of certain disease viruses in the body. The result is a dangerous tumor. According to scientists at the Research Institute of Neurodiagnostics in Spain, if 11-13-year-olds talk for two minutes on a cell phone, the bioelectrical changes in their brains will persist for two hours even after the phone is turned off;

- mobile phones have a negative effect on the body of children, in particular, on the growth of the neck, immunity, concentration. In addition, as a result of continuous play of games on the phone, children experience spinal curvature and eye diseases;

- today, the number of immoral images on mobile phones and the Internet has increased to such an extent that it has a negative impact on the morals and spirituality of young people. According to statistics, every year more than 10 million girls around the world get married before the age of 18, more than 16 million girls become pregnant, and worst of all, more than 2,000 of the world's minors are infected with HIV every day. Of course, a variety of movies, pornographic products, and games that promote sex on the cell phone or on the Internet play a role(uz.uz).

The Internet has a wide range of opportunities as a means of shaping, changing and influencing public opinion.

Positive features of the Internet:

- Internet is a system of standards. It works in accordance with the philosophy of self-regulation, self-government. So far, there is no single organization that manages it. Rules for its activities have been developed as entry criteria. Technical issues will be resolved with the active participation of the Internet Engineering Force (IETF), all standards will be adopted by the Internet Architecture Board (IAB).

– One of the centers of nuclear research in Switzerland has developed a much more advanced way to "connect" distributed computers of a multi-media system to a single network. It is reflected in the system "World Wide Web". This system has transformed the Internet into a unique media, and it has created a complex system with information technology, radio and telecommunications capabilities. In the following periods, the Internet was able to transmit not only text, but also image, pictures, images, sound and video, directly from the scene.

– The Internet is a tool that combines all traditional information systems: telecommunications, broadcasting, active exchange of information at the international level and the combination of technological capabilities, it has several functions - a source of information and knowledge, media, all spheres of human activity (including education, political, social, economic, cultural, tourism, etc.) information services system, promising market and international information space of national companies and a global tool that allows them to enter the world market in the most economical and fast way(qomus.info).

Disadvantages of the Internet:

– More than 53% of the world's population, or 4.1 billion people, have access to the Internet, and this figure continues to grow. It is known that 96% of the Earth's population is located in the area of use of mobile digital signal. Of this, 93% is a signal of 3G or higher generation mobile system. In Europe, the Western Hemisphere and the Asia-Pacific region, mobile digital signal coverage is 95%, in the Arab world - 91%, in the CIS - 88% and in Africa - 79%. According to research, 48% of women and 58% of men in the world use the Internet(kun.uz). This means that the Internet, which is the product of the human

factor, attracts more than 50% of the world's population. The downside of this situation is that 50% of humanity remains highly likely to be influenced by external "malicious" individuals (groups).

– One of the most discussed issues in the world media over the last 10-15 years is how the Internet affects young audiences. With the advent of the Internet in general, all processes in many aspects of our lives, including schools and universities, as well as everyday services, business and management, legal and consular services, have begun to move into the virtual world one by one. As a result, the technical and technological capabilities and audience coverage are growing. The "spider web" has radically changed the traditional way people talk. With the advent of the ability to not only hear but also see from a distance, virtual conversations have become dramatically popular. Today, not only "one-wall neighbors", but even members of the same family meet on the same network.

As a result of such popularity of the "spider web" in our lives - in our daily social life, the following vices have not only escalated, but also managed to take root:

– Most people start their day with breakfast, but also by browsing a personal page on this or that social network. About 70% of the world's population is active on any social site. Some of them are registered in several networks at the same time.

– According to statistics, 96% of young people in the world interact through social networks(old.muslim.uz). So what's wrong with that?

Answer: the abundance of false messages, the difficulty of determining the accuracy or veracity of information, the existence of information speculation, sometimes gross violations of ethics

during human interaction, the irreversibility of some thoughtless actions, the inability to delete some inappropriate posts, the use of the Internet as a propaganda platform, for example, the misleading of young people by fanatical ideas, the tragic consequences of games such as the "blue whale", as well as the presence of hacking attacks, theft of personal data, viruses and other technical threats.

Suggestions. In order to achieve a positive formation of the general public opinion in relation to the effective use of the media information system, it is necessary to pay more attention to the following life criteria.

First, the mechanisms that shape a person's ability to use media information need to be reconsidered. For example, it is proposed to improve the content and quality of media education specialties for young people. By what criteria should media education, which essentially changes the human factor (worldview), be conducted? It would be appropriate to answer questions such as:

- the freedom to analyze media texts in the process of using media education, to take a critical approach to it (media product) must be guaranteed;
- it is necessary to expand the resources of social needs that allow a person to find media products (text, video-audio), their sources and get political, economic and cultural nourishment from them. For example, it is necessary to develop laws that provide legal guarantees for the creation and distribution of personal media products and the availability of an audience interested in them;
- it is expedient to further strengthen scientific and pedagogical research in the field of media education, to develop practical research on the impact of media information on psychology of

the individual, to popularize its effectiveness, to include in all educational institutions the disciplines of media education.

Second, it is proposed to change the spirituality of the person consuming media information, to develop mechanisms to increase media literacy based on the national mentality of each nation or ethnic group. To do this, a person needs to improve the following media literacy skills:

- critical thinking, the ability to analyze information and use it to express their views, the ability to learn independently, to participate in government activities and democratic processes in society, to form their position as an informed citizen;
- improving the components aimed at ensuring the continuity of media education and practice in the individual through the development of interactive skills, the ability to communicate through the media and perform various media roles;
- cultivate a spiritually mature person who can interpret a variety of media content, with particular emphasis on the development of critical analysis skills, improving the ability of the individual to use different media analytical tools;
- achieving the development of a strong qualified person through the safe use of virtual space, protection of personal space and the formation of the ability to avoid harmful content and communication - is considered a topical issue today.

Conclusions:

1. The media (media outlets) operating in different parts of the world are exerting a certain (unconventional) pressure on the media information space and distorting public opinion to a certain extent. To manage this process in a positive way, there is a need to study the

mechanisms of coordination of the institutions that shape public opinion.

2. Man's weakness in front of the media database depends on the theoretical knowledge, life and practical experience acquired in the system of educational institutions. In particular, the fact that a person's communication with the public, the need for information exchange, responsibility for his personal position in relation to a particular public opinion, its status and position in society become a criterion for determining public opinion on media information.

3. In the opinion of the public, the need for media information is reflected in the ideas that are one-sidedly concentrated in the general content, in comparison with the real reality. However, the inertia of people's abstract impressions on this issue can remain in their minds in a discrete, fragmentary way. This situation is repeated on a local, zonal, regional scale (although it is far from the real reality), which creates a need for new media information of public opinion.

4. In general, one of the most important needs of a person (as a subject of public opinion) is the need to receive media information, which allows a person to strive for "media information" and leads to the formation of a corporate need for certain media information. Because the satisfaction of society and the individual's need for any media information is achieved through the transformation of information.

5. The general conclusion is that the media chosen for any stage of the formation of public opinion is a relatively universal method, the universality of media information for the individual depends on the strength and reliability of their information base, the perfection of transformational communication. on the other hand, the media plays an important role in the

formation of the ability to draw conclusions (independent of personal interests) on the basis of objective analysis of information in public opinion.

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