



The Concept of Mass Media and Its Current Significance and Its Other Disadvantages and Advantages Sides

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ABSTRACT

This article is about how social networks, including Facebook, Twitter, Instagram, YouTube, Tumblr, and the like - allow anyone in the world to post what they want - truth or falsehood - with very little control or censorship. data are given. This has led to the widespread use of "bots" - computers - that millions of fake, almost always inflammatory, real people, even real people, have posted on these social media apps as well-known friends. This significantly shifts public opinion to extremes, such as in the U.S., forcing conservatives to think liberals are really worse and liberals to think the opposite. At the same time, the analysis of general information about the mass media is mentioned.

Keywords:

Mass media, Facebook, Twitter, Instagram, YouTube, Tumblr, information, Russia, and a U.N. resolution.

"Mass media" is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes "mass" communication. There are also no constraints on the type of information being presented. A car advertisement, a fake social media post coming from Russia, and a U.N. resolution are all examples of mass media.

Because "media" is such a broad term, it will be helpful in this discussion to focus on a limited definition. In general usage, the term has been taken to refer to only "the group of corporate entities, publishers, journalists, and others who constitute the communications industry and profession." This definition includes both the entertainment and news industries. Another common term, especially in

talking about conflict, is "news media." News media include only the news industry. It is often used interchangeably with "the press" or the group of people who write and report the news.

Importance

Mass communicated media saturated the industrialized world in 2005; this is true for the non-industrialized world, too, in 2020.) The television in the living room, the newspaper on the doorstep (not so much anymore!), the radio in the car, the computer and tablet, the fliers in the mailbox, and now most importantly, perhaps in 2020, the cell phone are just a few of the media channels daily delivering advertisements, news, opinion, music, and other forms of mass communication.

Because the media are so prevalent, they have an extremely powerful impact on how we view the world. Nearly everything we know about current events and politics comes from the media--it is only the most local and personal

events that are experienced first-hand. Events in the larger community, the state, the country, and the rest of the world are experienced almost entirely through the media, be it a professional journalist or a "citizen journalist" posting on social media.

Not only do the media report the news, they create the news by deciding what to report. The "top story" of the day has to be picked from the millions of things that happened that particular day. After something is deemed newsworthy, there are decisions on how much time or space to give it, whom to interview, what pictures to use, and how to frame it. Often considered by editors, but seldom discussed, is how the biases and interests of management will impact these determinations. All of these decisions add up to the audience's view of the world, and those who influence the decisions influence the audience.

The media, therefore, have enormous importance to conflict resolution because they are the primary -- and frequently only -- source of information regarding conflicts. If a situation doesn't make the news (now including social media), it simply does not exist for most people. When peaceful options such as negotiation and other collaborative problem-solving techniques are not covered, or their successes are not reported, they become invisible and are not likely to be considered or even understood as possible options in the management of a conflict.

Disadvantages of mass media

The news media thrive on conflict. The lead story for most news programs is typically the most recent and extreme crime or disaster. Conflict attracts viewers, listeners, and readers to the media; the greater the conflict the greater the audience, and large audiences are imperative to the financial success of media outlets. Therefore, it is often in the media's interest to not only report conflict, but to play it up, making it seem more intense than it really is. Long-term, on-going conflict-resolution processes such as mediation are not dramatic and are often difficult to understand and report, especially since the proceedings are almost always closed to the media. Thus conflict

resolution stories are easily pushed aside in favor of the most recent, the most colorful, and the most shocking aspects of a conflict. Groups that understand this dynamic can cater to it in order to gain media attention. Common criteria for terrorist attacks include timing them to coincide with significant dates, targeting elites, choosing sites with easy media access, and aiming for large numbers of casualties. Protesters will hoist their placards and start chanting when the television cameras come into view. It is not unusual for camera crews or reporters to encourage demonstrators into these actions so they can return to their studios with exciting footage. The resulting media coverage can bestow status and even legitimacy on marginal opposition groups, so television coverage naturally becomes one of their planned strategies and top priorities. The "30-second sound bite" has become a familiar phrase in television and radio news and alert public figures strategize to use it to their advantage.

In most parts of the industrialized world, the news has to "sell," because the handful of giant media conglomerates that control most of the press (media outlets) place a high priority on profitable operations. Their CEOs are under relentless pressure to generate high returns on their shareholders' investments. Media companies face tight budgets and fierce competition, which often translate into fewer foreign correspondents, heavy reliance on sensationalism, space and time constraints, and a constant need for new stories. Reporters with pressing deadlines may not have time to find and verify new sources. Instead they tend to rely on government reports, press releases, and a stable of vetted sources, which are usually drawn from "reliable" companies and organizations. Most overseas bureaus have been replaced by "parachute journalism," where a small news crew spends a few days or less in the latest hotspot. These same media outlets are also dependent upon advertisement revenue, and that dependence can compromise their impartiality. Many newspapers and television stations think twice before reporting a story that might be damaging to their advertisers, and will choose to avoid the story, if possible.

According to a survey taken in 2000, "...about one in five (20 percent) of local and (17 percent) (of) national reporters say they have faced criticism or pressure from their bosses after producing or writing a piece that was seen as damaging to their company's financial interests." The drive to increase advertising revenue has led many local news shows to measure out world news in seconds to accommodate longer weather and sports reports.

Positives

(Aiken's commentary from 2005)
Without the media, most people would know little of events beyond their immediate neighborhood. The further one goes outside of one's circle of friends and family, the more time-consuming and expensive it becomes to get information-without media. Very few, if any, individuals have the resources to stay independently informed of world events. With the news and social media, however, all one has to do is turn on a television or turn to the Internet. Even when it is biased or limited, it is a picture of things that are happening around the world.

The more sources one compares a diversity of sources, the more accurate the picture that can be put together. In addition to the media conglomerates, there are also a range of independent news outlets, though they have a much smaller audience. Some of these provide an alternative view of events and often strive to publish stories that cannot be found in the mainstream media. So, too, in 2020, does social media, although it is increasingly hard to tell what social media posts are "legitimate" and which are, indeed, fakes--brought to you by Russian "bots," for instance. However, the Internet now makes it possible to read papers and watch broadcasts from around the globe. While language skills can be a barrier, it is possible to live in the United States and watch Arab-language broadcasts from the Middle East, or to get on the Internet and read scores of Chinese newspapers. Having access to these alternative voices limits the power of monopolies over information.

Another important benefit of a functioning mass media is that information can be relayed quickly in times of crisis. Tornado and hurricane announcements can give large populations advance warning and allow them to take precautions and move out of harm's way. In a country suffering war, a radio broadcast outlining where the latest fighting is can alert people to areas to avoid. In quieter times, the media can publish other useful announcements, from traffic reports to how to avoid getting HIV. It is a stabilizing and civilizing force. Another "new" trend (in 2005) was "public journalism" which seeks to explore issues affecting a community and stay with those issues long enough to give the community enough information to understand the conflict and get involved. This, however, often requires a long-term commitment by the journalist and news media to follow a story over the course of the conflict. If the story is of continuing high importance to the readers -- such as a war that involves local troops, such coverage is common. If the story is not deemed continuously "newsworthy," however, it takes a committed journalist to continue to write about it and a news outlet the permits such committed reporting.

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