



Communications In the Media Management System

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ABSTRACT

The article deals with communication in the media management system in modern time. In the development of periodicals in our country over the past decade, important processes have taken place and are taking place today, which have had a significant impact on the practice of world information exchange. Among their reasons, it is possible to single out, first of all, a set of cardinal changes associated with changes in technologies for receiving, processing, storing and transmitting information products, the development of Internet communications, as well as those caused by globalization trends.

Keywords:

Communications, Information Transfer, Information Reality, Telecommunication Networks, The Formation Of The Consciousness Of Individuals.

An increasingly significant part of the world's population, as shown by the latest research of sociologists, is included in the new information reality, which is characterized by significantly expanded access to a wide variety of knowledge and information. "The audience now has the opportunity to refer to events in real time, to become their accomplices. In general, combining the capabilities of a computer with telecommunication networks "compresses" time and space, reduces the importance of national borders, and gives individuals a feeling of being part of a certain global community".

In this context, it seems to us that the initially prognostic concept of the prominent sociologist N. Luhmann, who singled out the reality of the mass media as a special social and cultural environment for the formation of the consciousness of individuals, seems to us to be truly prophetic: "What we know about our society and even about the world in which we live, we know thanks to the mass media ", and emphasized the idea that is essential for our

analysis:" There are no manipulations and no falsifications in the mass media themselves, but there are only rules for selecting events. " By these rules, he meant, first of all, the factor of subjectivity of the actors of communication activity.

Developing this thought of the researcher, we will formulate the following hypothesis: in a period when the audience of the media has the opportunity to choose from many channels of disseminating knowledge and information those that correspond to their understanding of objectivity, the media and individual communicators come to the fore, for whose creativity the dominant analyticity is a factor. "Analytical" - "non-analytical" can be distinguished even at the level of selection: "information" - "message". In the first case, the derivation from uncertainty of all that can be subsequently measured and described, primarily in terms of qualitative and quantitative characteristics. In the second, we mean the realized and materialized subjectivity of the actors, in some cases based on purely

creative intentions, but more often it is an open ideological commitment. Moreover, by ideology, we mean, first of all, not a reflection of the "external" political or other points of view programmed by someone, but a set of "internal" worldview and other factors vital for personality self-identification.

N. Luhmann remarked in this regard: consumers of information sooner or later understand that mass media are economic entities and are regulated by profit, that is, they sell not truth or objective reality, but goods. Nevertheless, the contradiction lies in the fact that, as a rule, a person does not have other ways to cognize reality, which you cannot get to know directly. Consequently, any thinking subject has the need to consume a quality, in his opinion, goods. And the first indicator of the quality of an information product for the majority is analyticity - the ability to see not only a certain volume of facts tending to infinity, but also their interconnection, as well as the expression of the subjective position of the actor, and not necessarily a specific person, but perhaps the one we are in theory we call it an impersonal communicator - the media as a whole, their individual owners, often implicitly influencing the content of information messages, a group of authors who determine the topics and dominants of a newspaper page, a magazine section, a television program, etc.

What are the leading functional features that characterize, in our opinion, modern media? Many researchers in their latest works, with all their different understanding of the current problems of the development of modern mass communication systems, agree on one thing: the task of the media is very simple - the distillation of information (N. Luhmann's term) into non-informative meanings. There is "I" and there is "someone else's experience", "another reality" broadcast by the mass media. The distinction between true and untrue (subjectively false), necessary and unnecessary (pragmatically not conditioned), ethical and unethical (not corresponding to my personal ideas about what is necessary, possible, acceptable), etc., etc. - allow us to fully imagine only the media. And here, we repeat, the

dominant factor for the media is the factor of their greater or lesser analytical nature.

The structural formula of mass communication by G. Lasswell is well known: who says what, through what channel, to whom, with what effect? From the point of view of bilateral, or participatory, communication with the public (when there is a possibility of direct public access to the production and dissemination of information through mass media channels):

Who speaks? - nothing more than an answer to the question whether among the authors there are not only journalists and politicians, but also experts in various fields of activity, and most importantly, representatives of the public. It is also directly related to the concepts of freedom of speech, the availability of participation in mass communication activities - the exchange of information with the authorities and fellow citizens, with each other. At the same time, objectivity is understood not just as conscientiousness in the presentation of facts, their understanding, but as a desire to reflect different points of view. The journalistic position is not only and not so much in relation to power, law, market relations, etc., but to the expectations of society. Professional ethics is not only service to truth, goodness, justice, but also the willingness to allow citizens to be responsible for what is happening, and therefore to participate in influencing it.

The question of what says, in our understanding, involves an analysis of the audience's participation in thematization - the formation of the "agenda": the measure of public participation in the coverage and discussion of problems from various spheres of life. Whom is the media talking about, whose lifestyle, interests, needs, requirements, assessments are paramount for journalists. Is the information presented in the media representative of the public itself? Is the information itself of high quality: is it efficiency, timeliness, relevance? That is, can the subjects of information activity not only cover something, but also prepare decision-making in various forms, discuss this process with the audience, and debate. An important concept is the instrumental nature of information: the suitability for understanding

the essence of problems, the ability to acquaint one's readers, for example, with the rules of the game, methods of participation, etc. In this context, the concept of information security is not only theoretical, since the outwardly demonstrated consensus sometimes rests on stocks of public patience.

The answer to the question through which channel includes in the analysis, it seems to us, the concept of taking into account the specifics of various forms of communicative contacts. Interactivity is not only an opportunity to ask a particular communicator in the presence of an audience and receive a public answer from him. And not even a call to people to vote en masse, which has become very fashionable today (and without the opportunity for someone from outside to take part in summing up the results), but identifying motives, choosing from two or three or many points of view that you share. Social participation is not only unlimited interactive possibilities of new information technologies, many contacts. After all, nothing makes passive as the Internet without limitation, escape from reality through only interpersonal contacts. Alternatively, you can cite as a negative example the manipulation of suggestible audience groups in live radio broadcasts.

At the same time, we emphasize the fact that the press, more than other media outlets, is predisposed to the development of mental, analytical activity, but, we add, only taking into account the use of all levels of technology development: the interaction of various media channels, collection of information from people and organizations via the Internet, etc. e. As an example of the opposite nature, we can cite free information and advertising publications, which completely broke the system of newspaper preferences and taught people to seemingly free.

Whom are they talking to? - here we, within the framework of our concept, involve in the analysis the concept of media accessibility, and we single out not only economic aspects, but also group ones - age, gender, social, territorial, ethnic. With certain, of course, reservations, the role participation of journalists can also be included here (a

journalist changes profession, everyday details of politicians of different levels and "stars", journalists' stories about themselves as an ordinary buyer, a parent of a schoolchild, etc.).

It is also important to whom the information from journalists and freelance authors is addressed (not only to the abstract authorities). As one of the editors wisely remarked once at a seminar in the Perm region, in the city or district everyone knows everything without us, they just want to make sure how brave the editor is or how truthful and objective the journalists are.

No less essential in this context is another question: to what extent does the information disseminated by the authorities correlate with the statements of the public and with reality in general. After all, the audience, taught by bitter experience, today often openly laughs at the program statements in the media of candidates of all levels and their "cheating" ideas.

Answering the question with what effect, it is necessary to emphasize that in the modern practice of mass media, the volume and content of the concepts of efficiency and effectiveness are changing.

First, it can be assumed that today the resource of pressure transferred to the media from the authorities has dried up. The new economic relations limited or even nullified the possibilities of economic pressure by the media on the authorities, intrusion into the sphere of production activities or industrial relations, which used to be the basis of effectiveness.

Secondly, the effectiveness today must be understood as not only the effectiveness of contacts with social institutions, the implementation of direct organizational functions. The very fact of exchange of opinions is also a social value, as it contributes to the formation and strengthening of social communities.

Thirdly, and efficiency today should be considered at the level of development of public opinion, as well as taking into account the trends in the modern mass consciousness.

Thus, since dialogism is a necessary attribute, in fact, a condition for the viability of the system of mass communication exchange of information in society, it is necessary to pay due

attention to this aspect when organizing the educational process. Interactivity as a principle of organizing classes within the framework of courses for the future professional specialization of students makes it possible to focus attention both on methods of activating the audience, attracting it to participate in this act, co-creation, and on solving problems of a purely professional level by journalists, advertisers in new conditions.

The context of the implementation in the print media of not just one or another topic, but a well-adjusted publication policy is relevant and should be in demand in practice. Obviously, this circumstance has a wide variety of consequences, including political ones.

Summing up, the following should be noted. On the whole, the formation of a new reality in which newspapers operate today in our country is by no means a "natural" process that goes on by itself. It is understood that globalization and technological progress intensify the processes of information exchange, increase the level of dialogue between the media and their audience. At the same time, the above-described contradictions force us to speak more about global media consumption than about global production of media materials. Perhaps from an economic point of view, this is beneficial, but no one has yet seriously predicted the consequences of another kind. In addition, the fact that they will be, is beyond doubt.

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