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THE ROLE OF THE MASS MEDIA IN THE FORMATION OF POLITICAL CONSCIOUSNESS OF THE YOUTH OF UZBEKISTAN

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Abstract
This article examines the influence and role of the media on the development of the spiritual formation and political identity of young people, its importance in bringing up a harmoniously developed generation.

Keywords: mass media, social relations, political institutions, political processes, ideology, public transmission., public consensus, information wars, national idea, journalistic investigations.

Introduction

Today, in the context of globalization, rapid information exchange, it is important to increase the spirituality of young people. The subversive policy pursued by some major powers in relation to certain countries leads to the destabilization of peaceful life in certain regions of the world. Given this situation, the most urgent tasks of today are to protect the spiritual world of young people from such threats and challenges, imposed on the national and traditional mentality of society by an alien and harmful ideology. Mass media participate in such an important role in the formation of spiritual images (standards) of culture.

At present, one of the main places in political processes is occupied by the mass media. Their interaction with politics and its subjects is daily felt in various forms and manifestations. The importance of the media becomes apparent when one considers that the instruments of mass communication are, as such, instruments of power (the “fourth branch of power”). The political content is seen in the activities of the media, especially during periods of various changes in the system of social relations, in the forms of government.

Adopted on November 20, 1991, the Law "On the Fundamentals of the State Youth Policy in the Republic of Uzbekistan" aims to promote the development of the psychological qualities of young people that meet the requirements for their own self-development, understanding the unity of rights and freedoms and civic responsibility.

The large-scale reforms carried out over the years of independence have laid a solid foundation for the rule of law, human rights and freedoms, interethnic harmony and religious tolerance in society. Which were set out by the decree of the President of Uzbekistan dated February 7, 2017 on the strategy of action in the five priority areas of the country in 2017-

2021, were relevant and exciting for the population and entrepreneurs, youth issues, analysis of legislation, law enforcement practice and socio-spiritual experience of the development of society.

The media are institutions created for the open, public transmission of various information using special technical tools to any person. Their distinguishing features are as follows:

- Publicity, i.e. unlimited and transpersonal circle of consumers;
- Availability of special, technical devices, equipment;
- Indirect, separated in space and time interaction of communication partners;
- Unidirectional interaction from the communicator to the recipient, the impossibility of changing their roles;
- The fickle, dispersive nature of their audience, which is formed from case to case as a result of the general attention shown to different kind information or articles.

Especially the role of the media in shaping the opinions of young people on issues that are not directly reflected in their daily experience, for example, about other countries, about political leaders. The information activity of the media allows people to adequately judge political events and processes only if it also performs an educational function. This function is manifested in the communication to citizens of knowledge that allows them to adequately evaluate and organize information received from the media and other sources, to navigate correctly in a complex and contradictory flow of information.

The media as the fourth power is an integral part of the mechanism of the functioning of democracy, as well as its values of democratic ideals. In any modern society, in one form or another, they perform a number of general political functions. The most important of these is the information function. It consists in obtaining and disseminating information about the most important events for citizens and authorities. The information obtained and transmitted by the mass media includes not only impartial, photographic coverage of certain facts, but also their commentary and assessment. Based on the information received, citizens form an opinion about the activities of the government, parliament, parties and other political institutions, about the economic, cultural and other aspects of the life of a society.

Of course, the media cannot provide a systematic and deep assimilation of political knowledge. This is the task of special educational institutions, universities, etc. And yet, the mass media, accompanying a person throughout his life, including after graduation, to a large extent influence his perception of political and social information.

The educational role of the mass media is closely connected with their function of socialization and essentially develops into it. However, if political education involves the systematic acquisition of knowledge and expands the cognitive and evaluative capabilities of the individual, then political socialization means internalization, the assimilation of political norms, values and patterns of behavior by a person. It allows the individual to adapt to social reality.

In a democratic society, the most important political and socialization task of the media is the introduction of values based on respect for the law and human rights, teaching citizens to peacefully resolve conflicts without questioning the public consensus on the fundamental issues of the state system. In such a society, the control function of the media is based on

both public opinion and the law. They conduct their own journalistic investigations, after the publication of the results, which sometimes create special parliamentary commissions, initiate criminal cases or make important political decisions.

The media is a complex and multifaceted institution, consisting of many organs and elements designed to implement the diverse tasks of informing the population about the events and phenomena taking place in each particular country and around the world. The American political scientist G. Laswell singled out the following four main functions of the media:

-observation of the world (collection and dissemination of information);
-editing (selection and commenting of information);
- formation of public opinion;
- the spread of culture. [1, p. 27].

To all this we must add another important function - politicization of society and the political enlightenment of the general population. Although the mass media are called upon to solve certain problems in the political system and society, in real life they are quite independent, have their own goals of activity, often diverging from the needs of society, and use various methods to achieve them. The political influence of the media is carried out through the impact on the mind and feelings of a person.

In democratic societies, the rational model of mass communications clearly prevails, designed to convince people with the help of information and argumentation, built rationally. This model corresponds to the type of mentality and political culture that has developed there. In these societies, it is prohibited by law to use the media to incite racial, national, class and religious hatred and enmity, however, there, various political forces widely use methods of predominantly emotional influence to promote their ideas and values, which is especially pronounced during the election periods.

At the same time, a living word and a visual image have a great power of emotional influence on a person, and on the formation of political consciousness, which can often overshadow rational arguments and arguments. This is widely used by totalitarian, authoritarian and especially ethnocratic regimes, abundantly saturating their political propaganda with emotional content that suppresses the human mind. Here, the media widely use methods of psychological inculcation, based on fear and faith, to incite fanaticism, mistrust or hatred towards political opponents, people of other nationalities and everyone objectionable.

The media have great opportunities to actively influence not only the perception of individual political phenomena and events by citizens, but also their attitude to politics in general. Both the political passivity of the population on any issue, and its mass activity are directly related to the position of the media on this issue. And the future of society will largely depend on what position the media will take. The media, by combining their richest resource potential and creating a single information space, can really contribute to the development of a single political course aimed at consolidating society and forming a national idea and ideology. And they can, on the contrary, through "information wars", numerous "emissions of compromising evidence", "custom publications", contribute to the growth of social tension, people's distrust in the institutions of civil society, alienation of

society from the state, rooting in the mass consciousness of the stereotype of distrust in the structures of power, in including the media themselves. [1, p.41].

Thus, the media plays an important role in shaping the political consciousness of society. Possessing all the technical and ideological capabilities, they serve various political purposes: educating people, developing their self-esteem, striving for freedom and social justice, they promote and help competent participation in politics, becoming an integral element of the emerging constitutional state.

Literature

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