

THE ROLE OF THE MEDIA IN THE SOCIAL AND CULTURAL LIFE OF THE POPULATION

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Annotation

This article presents an opinion on the role and importance of the media in the social and cultural life of the population today. The mechanism of the influence of the media on human life is substantiated. The freedom of the media in Uzbekistan is considered.

Keywords

population, mass media, information service, social work, cultural life, socio-cultural activity, press.

Introduction. The people of our country faced many difficulties before gaining independence. After gaining independence, we have set ourselves many goals. We are striving towards our goal by making a number of changes in the political sphere, the legal sphere, and in the socio-cultural life to raise the morale of our people and to bring them to a positive mood.

After gaining independence, cultural and educational work was radically reformed, and socio-cultural activities were somewhat new. Instead of dilapidated libraries that our population could not access, information and resource centers were built. We presented them to our population in a new modern style and have been updating them with innovations in a modern style to this day. The institutions were reorganized as the "Center for Culture and Recreation of the Population". "Socio-cultural activities" literally became a sphere of formation of a new human spirituality.

Literature methodology. The constant attention of the First President of our state, Islam Karimov, to the sphere of spirituality and enlightenment is of incomparable importance in the development of socio-cultural activities. In particular, the Resolution of the First President of the Republic of Uzbekistan No. PQ-317 dated April 3, 2006 "On the Program of Additional Measures to Increase the Effectiveness and Effectiveness of Spiritual Enlightenment and Propaganda Work Among the Population" clearly indicates the ways of implementing spiritual and educational work aimed at regularly informing our people about the complex

political and ideological struggles taking place in the world, forming a conscious attitude among citizens towards events taking place in the world and around us, deepening their understanding and protection of national interests in them, and further strengthening the sense of involvement and responsibility for the present and future of our Motherland.

In Uzbekistan, public relations, dialogue with the people are becoming an important social institution. The fact that public opinion is an exemplary mirror reflecting civil society is being proven in life. As our President Shavkat Mirziyoyev noted in his congratulatory message to the sector's employees on June 27, 2017 - the Day of Press and Mass Media Workers, "Today, when dialogue with the people, living with people's dreams, aspirations, worries and concerns, is rising to the level of state policy, we can achieve the goals we have set ourselves only if each mass media outlet becomes a true platform for dialogue, a platform for free thought" [1].

But there is no answer to the question of how cooperation between state bodies and the media is established. We know that some leaders consider working with the press to be a second or even fifth-rate job. Some organizations, however, consider it to be the last. They even do not create sufficient conditions for representatives of the information service. To date, about 20 state and economic management bodies, more than 150 district, city and regional khokimiyats have not organized information services. They are also assigned other tasks, so they do not have time to do their own work, Kun.uz correspondent quotes Hamdeya Aripov [2].

It is recommended that the independent institute for monitoring the formation of civil society in Uzbekistan analyze the work carried out to create and develop the foundations of civil society in three stages. The first stage covers the years 1991-2000. During this period, the foundations for the formation of civil society were first created.

In the second stage (2000-2010), active processes of democratization and modernization of the country continued. On November 12, 2010, the Concept of the President of the Republic of Uzbekistan on Further Deepening Democratic Reforms and Developing Civil Society in the Country was announced. This Concept concluded the second stage of work on the development of civil society in our country and began the third stage.

Mass media plays a crucial role in human life, influencing various aspects and acting as a powerful tool for communication, information exchange, entertainment and education. Today, as always, the importance of mass media is strong in our

country, which is considered a country where its freedom is ensured. The role of mass media in human life is considered incomparable:

1. **Information Sharing:** Mass media, including newspapers, television, radio, and the internet, play a vital role in disseminating news and information. It keeps people up-to-date on local, national, and international events, helping people to stay informed about the world around them and to communicate with each other.

2. **Public opinion and debate:** The media facilitate communication with the public and encourage the exchange of ideas. It contributes to the formation of public opinion on important social, political and economic issues, creating a platform for individuals to express their views. It also enriches public opinion and debate.

3. **Education and Awareness:** The media serves as an educational platform, providing content covering a wide range of topics, from science and history to culture and health. Educational programs, documentaries, and news are aimed at informing and raising awareness about various topics, contributing to a more knowledgeable and informed society.

4. **Entertainment:** Media offers entertainment and recreation through television, movies, music, and social media, bringing joy and relaxation to people's lives. Entertainment content can provide a relief from daily stress and serve as a source of enjoyment and cultural immersion.

5. **Social Influence:** The media has the power to influence society's perception of various issues. It plays a role in shaping public attitudes and behaviors towards social norms, policies, and cultural trends.

6. **Advertising and Commerce:** The media serves as a platform for businesses to promote their products, which leads to the creation of consumer awareness and influences purchasing decisions. This contributes to economic growth and market competitiveness. Overall, the media has a transformative effect on society, serving as a source of information, a forum for discussion, a means of entertainment, a means of influencing and educating society. Critical evaluation of the content and sources of the media is essential to ensure that the information consumed is accurate, balanced and makes a positive contribution to society.

One of the tasks of the mass media is to democratize society and ensure the freedom of citizens. The role and importance of the mass media in implementing democratic reforms and forming a new worldview are very great. In Uzbekistan, the mass media are the only means of regulating and connecting social relations between political authorities and citizens, ensuring transparency between them. Therefore, it is not for nothing that the mass media are called the fourth estate.

CONCLUSION: In conclusion, we need to work hard to strengthen the material and technical base of the media, human resources, ensure that our national press takes its rightful place in the international arena, develop Internet journalism, widely introduce market mechanisms in publishing, book sales, subscription issues, and establish an environment of openness and healthy competition. The essence of these measures, which were set as a task by the head of our state to reform the information sector, is to ensure the formation of the media as an independent institution in the building of civil society, openness in regulating relations between political authorities and citizens, and the full realization of citizens' constitutional rights in the field of information. It is desirable that the media be brought to the attention of the public in a transparent and fair manner.

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