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The Role and Responsibility of the Media in Shaping the Political Consciousness of Society

Eshbekov Bakhodir Nurullayevich [1]

Abstract: The mass media have become an integral part of modern society, playing an important role in shaping public consciousness, directing public opinion, and strengthening democratic values. By assessing the socio-political role of the media in modern society.

The article analyzes their interaction with civil society institutions, issues of control over the flow of information, and what opportunities and risks exist in terms of freedom of speech.

Keywords: Mass media, public consciousness, public opinion, democratic values, civil society institutions, freedom of speech.

[1] *Doctor of Philosophy (PhD) in Philosophy, Independent researcher (DSc) of the Uzbekistan University of World Languages*
bahodireshbekov727@gmail.com

Introduction

The formation of political worldviews occurs not only through direct actions used by the media, such as video clips, advertising or other things that motivate certain actions. Such tools are very obvious, and citizens can quickly recognize the manipulative effect in them and reject the actions programmed in them. It is a different matter when the manipulative effect of the media is achieved due to more effective indirect factors. This is called multiple transitions. A common phrase in Western management theory. It is necessary to create a problem, solve the problem and take into account the difference. It is this model of manipulation that lies at the heart of the multi-action approach. For example, extremist organizations seeking to win long-awaited parliamentary mandates can spread a number of bloody stories through the media about terrorist acts, bombings, etc. At this point, stop your advertising campaign and actually go into the shadows. The meaning of this movement is that citizens, seeing such events, draw unpleasant conclusions for themselves and really want their houses not to be blown up. Recently, political forces have launched campaigns like “Vote for us, we are against terrorism.” Unfortunately, the unique capabilities of the media are also actively used to achieve the goals of terrorists and extremists” [1,168].

Research Methodology

Since we live in a market society, advertising, and the population is greatly influenced by market values, the media is no exception to this rule. For example, "The media often use the simplest and most

unintellectual content to increase their ratings, which does not require serious analysis from the outside. This can lead to the formation of simplified means and methods of understanding reality in the human mind, even in a child" [2,127].

The article uses such methods as historicism and logic, analysis and synthesis, content analysis, systematic analysis, observation, etc.

Analysis and results

Scientists have clearly linked the fact that the formation of simplified models of behavior that are divorced from real life also contributes to the emergence of distorted political values in people. In the political sphere of society, the media are one of the most effective ways to manipulate public consciousness. By influencing people's minds, they contribute, among other things, to the formation of a political worldview, which is usually understood as a set of views that are firmly established in society and reflect the opinion about the government and its policies. The media are often called the "fourth branch of power" due to their enormous influence on society. For example, "over time, in the United States, the idea has grown that the media have more power than other branches of power to influence political processes due to their direct interaction with society and, in particular, with specific people" [3,51].

The issues of the influence of the media on society can be considered from two sides:

Firstly, when we are talking about a high moral and spiritual impact on society, media managers can refuse any bonuses and benefits (for example, ratings) and have only a developmental impact on society.

The second point of view speaks of the reverse process, when it is necessary to fulfill someone's political order or strive for an even greater rating. In this race of the media, they do not hesitate to use the lowest methods. Moreover, cynicism, that is, naive interpretation and moral softness knows no bounds. "Literally everything is used: lies, fraud, falsification, blackmail, speculation, caustic assessments, provocations, insults, black PR. Their final product is not only disputes on the monitor, but also very real pickets, rallies, protests, Maidans, orange revolutions" [4,26].

In the system of political science, the essence of political worldview is studied in two aspects:

Firstly, due to the abundance of various information about politics and political power, it is impossible to form a single worldview, since various superstitions and myths are widespread. In our opinion, in most societies, traditions of belief in these superstitions and myths and inclinations to them have been preserved.

Secondly, the content of this concept is constantly expanding, and many researchers propose to include political values in this concept. That is, values that are implemented through political power, relying on the state apparatus, or for the implementation of which a struggle for power is waged. Based on this, we can say that by "political values" we understand the beliefs of individuals and social groups about the political structure of society and the role of socio-political communities and individuals in it.

As an important component of the state political system, the media perform several functions:

Firstly, they perform an information function, that is, they cover not only domestic, but also international events. At the same time, this information is usually evaluated and interpreted by experts and ordinary people.

Secondly, the media are a means of political education and socialization of citizens. As a result of receiving such information, people get some idea of the political sphere, understand the essence of the processes taking place, and assimilate political norms and values.

Thirdly, the media perform representative functions by providing information about the mood of the population by identifying people's interests and opinions. One of the most important tasks of the media is to form public opinion.

Every day, watching news and various TV programs on television screens, listening to speeches by various political leaders and experts in the field of politics, people often agree with the opinions expressed or form their own opinions based on them. Many media representatives believe that older people are more susceptible to information influence, because when they were young, the media was not so actively developed and they are not inclined to think that there is a lie in the information they receive. Moreover, this situation also applies to young people. For example, in the French political satirical magazine Charlie Hebdo[5] you can see paid publications of famous people on politics. Young people who admire and imitate a person can blindly trust him and share his point of view. The younger generation is always unstable and easily susceptible to various manipulations of the media. Today, political communication is carried out primarily via the Internet. An example of this is electronic voting. Thus, the age group of 18 to 34 years old, which is the least likely to participate in traditional voting, is largely integrated into the electoral process. This allows us to conclude that the Internet can activate the voting behavior of young people. Such voting reduces costs and increases its mobility and accessibility. However, on the other hand, the risk of data corruption, filling and manipulation increases. However, one should not forget about the role of traditional media in the political sphere.

Today, people receive less information from press materials than from radio broadcasts. Printed publications have become less popular and are mainly aimed at older people, while young people read electronic media. However, information in electronic media is often fabricated, and there are no responsible persons for presenting the truth, while the level of responsibility for information disseminated in print media is still high.

Radio is a limited channel of political communication, which is mainly limited to news broadcasts. It is difficult to attract the attention of young people to politics using this method. Today, the interest of young people in independent and opposition media has changed. Television occupies an important place among traditional media as the main source of information, with the help of which the state can most quickly and effectively broadcast the necessary information on all aspects of its activities. Analyzing the role of the media in the political sphere, it is necessary to emphasize the role of the film industry, which has a wide influence on the consciousness of society and is used for political and propaganda purposes.

Conclusion/Recommendations

An equally important function of the media in the development of society is the function of public control over the activities of the authorities. However, this function is not so easy to implement. Because it should be implemented only in independent media, otherwise they will only cover information that is necessary and useful for the authorities. Everyone strives to create a more positive image of themselves and their activities, and the media can also contribute to this. At the same time, the legislation establishes censorship over the media, that is, the requirement (with exceptions) for the prior approval of messages and materials sent by officials, state bodies, organizations, institutions or public associations by the editorial office of the media. If the official is the author or interlocutor), as well as prohibiting the distribution of messages and materials, their individual parts, is not allowed.

This function allows citizens to analyze the actions of state bodies. However, many people who do not have legal and political knowledge give preference to already analyzed information and therefore often expose themselves to various manipulations. In such cases, society, as in all areas, is influenced by social networks in political matters. Although the speed and breadth of social networks are positive, the main problem remains the different distribution and interpretation of messages, based on the goals and interests of the distributors. It is precisely these circumstances that actively influence political culture and political thinking. Such speed can lead to sharp, emotional changes in the societies of different countries.

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