

THE IMPACT OF MASS MEDIA IN OUR LIFE

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Annotasiya: Mazkur maqolada ommaviy axborot vositalari va ularning hayotimizdagi tasiri haqida o'rganasiz, hamda uning foydali va zararli tomonlari foydalanuvchilarini xabardor qilish maqsadida muhokama qilinadi.

Kalit so'zlar: Ommaviy axborot vositalari, bosma ommaviy axborot vositalari, gazeta, kitob, elektron ommaviy axborot vositalari, televizor, radio, yangi asr ommaviy axborot vositalari, internet.

Annotation: In this article you will learn about mass media and its effects in our life and its advantages and disadvantages will be discussed in order to inform its users.

Key words: Media, printed media, newspaper, book, electronic media, TV, radio, new age media, internet.

Nowadays, Every day is filled with exciting things and news. People learn news and views during reading newspapers and magazines, talking over the telephone or they are kept informed by watching TV or listening to the radio. The press, the radio and television play a big role in the life of the society. They inform, educate and entertain people. They also influence the way people look at the world and make them change their views.

Mass media plays a very big role in organizing public opinion. Millions of people watch TV and read newspapers in their spare time. Most of people read a newspaper in the underground or during the lunch break. TV also dominates the life of the family most of the time. It is also a habit of family which impossible to resist. The radio is turned on most of the time, creating a permanent background noise. So, Mass media become a very important part of our life. Mass media denotes a section of the media specifically designed to reach a large audience. The term was coined in the 1920s with the advent of nationwide radio networks, mass-circulation newspapers and magazines. However, some forms of mass media such as books and manuscripts had already been in use for centuries.

The media and its influential effect on the masses have increased exponentially in the past five decades. Initially, the news and media channels were limited to the telegraph. The technological inventions then found many channels to spread the news to the masses such as the radio, newspapers, magazines, television, websites, and now mobile applications as well. The mass media have become an inseparable part of

society and the lives of citizens and that's why it is necessary to understand the mass media influence on people. From economy to entertainment and from politics to beauty, everything is now influenced by mass media.

As per the media psychology, the effect of mass media on the actions, manner, and contemplation of individuals and audiences is called mass media influence. This influence can be negative or positive. The negative effects of mass media on society can lead people towards poverty, crime, nudity, violence, bad mental and physical health disorders and others as such severe outcomes. For example, mob hitting innocents by getting carried away from the rumors spread on the internet has been common. These unauthorized news headlines are the biggest example of the negative impact of mass media on society. Furthermore, the cases of children killing innocents by acquiring weapons are considered as one of the major negative effects of mass media on the children as they usually get carried away by provoking news stories, action movies, and games.

There are also some positive sides of mass media. By the help of it, people can know about latest news or information. The mass media has the power to introduce the reports regarding a specific event, which is the main source of information for billions of people all over the world. Also, mass media has the power to present a specific person and let the public know who is he/she and what has he/she done. When public receive these new information, the public's opinion would be shaped. Politician use these effective ways to make sure public understand them well and win the support of the public.

In conclusion, the mass media plays a critical role in influencing the minds of people. Due to agenda setting function of the mass media, the mass media agenda becomes the public agenda over time. Agenda setting theory support the fact that the media has a strong impact on public view. Consequently, it is upon the mass media to play a responsible function in setting their agenda since it will become public agenda in the long-run. The theory places higher responsibility in media organization since irresponsible behavior is likely to impact on national interests.

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