

THE ROLE OF MASS MEDIA IN SOCIETY

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Annotation: Mass media is a term that refers to a range of communication channels that are used to disseminate information to a large audience. These communication channels include television, radio, newspapers, magazines, and the internet. Mass media has a significant impact on our daily lives, shaping our opinions, beliefs, and values. This article will discuss the role of mass media in society, its impact on individuals and communities, and its role in shaping public opinion.

Key words: Mass Media, the role of Mass Media in society, the impact of Mass Media on individuals, the impact of Mass Media on communities, the role of Mass Media in shaping public opinion, types of mass media

The Role of Mass Media in Society:

Mass media plays a vital role in society by providing information and entertainment to a large audience. It acts as a mirror that reflects the social, cultural, and political values of a society. The media provides a platform for people to express their opinions and ideas, and it helps create a sense of community by bringing people together around common interests.

The Impact of Mass Media on Individuals:

Mass media has a significant impact on individuals, shaping their attitudes, beliefs, and behavior. The media can influence how people perceive themselves and others, and it can create stereotypes and biases that can be difficult to overcome. The media can also impact how people make decisions, including their purchasing decisions, political decisions, and social decisions.

The Impact of Mass Media on Communities:

Mass media has a powerful impact on communities, shaping their cultural and social values. The media can influence how people perceive their community and can create a sense of social cohesion by promoting common interests and values. However, the media can also create divisions within communities by promoting certain groups or interests over others.

The Role of Mass Media in Shaping Public Opinion:

Mass media plays a critical role in shaping public opinion, particularly in democratic societies. The media helps to inform the public about political issues and candidates, and it can influence how people vote. The media can also create a climate of opinion around certain issues, shaping public attitudes and beliefs.

Types of Mass Media

When it comes to the different forms of media, there are varied formats of modern media such as print media (newspapers, books, magazines), broadcast media (television, radio), digital media (internet) as well as video games, music, cell phones, films, amongst others. All these types of mass media comprise content as well as a device or object which is the medium for delivering the content.

There are 6 main types of Mass Media:

Traditional Media

People have developed different ways of communication depending upon their local language and culture. Traditional media is one of the oldest types of mass media to transfer traditions and culture over generations. The tools of communication have been developed from beliefs, customs, rituals, and practices of society. Traditional media imparts indigenous ways of communication for ages. Further, this type of mass media varied as per each culture and society as every culture has its mediums to communicate to its mass audience. Thus, the traditional media can be folk songs, dances, folktales and folklore as well as paintings, sculptures, stupas, statues and fairs, festivals, rural or community radio.

Print Media

In simple words, Print Media is all about the printed form of information and news. Before the invention of the printing press, printed materials had to be hand-written which made mass distribution almost impossible. Print media is one of the basic types of mass media tools making it very popular and convenient to reach a wider audience. Newspapers are considered the oldest forms of mass media after the traditional mass media as for a long period, the general public relied on newspapers to know the latest happenings in their local areas as well as from around the world. Thus, print media originally refers to newspapers and then expanded to magazines, tabloids, promotional brochures, journals, books, novels and comics.

Electronic Broadcasting Media

Broadcasting is simply a distribution of audio and video content to a dispersed audience using the electronic broadcasting medium. Originally the term 'broadcasting' referred to the sowing of seeds on farms by scattering them over a large field. Broadcast media allows ease of news dissemination to even an illiterate person because it appeals to both the auditory and visual senses making it one of the most lucrative types of mass media. Centuries later after the newspapers were used as the original mass media, the advent of radio and television happened. Radio was the primary medium of news for the general public during wars as well as for sports and entertainment. When television was invented, it became the most effective type of mass media as it was primarily used for news dissemination and then for TV shows, live events and other entertainment purposes.

Outdoor Media

This is also known as OOH or Out-of-Home Media and is focused on transmitting information and news when the public is outside their home. Outdoor media gives importance to displaying advertising and attracting individuals towards new products, some social cause or any development or change in society. These are prominent in brand promotion seen on buildings, streets, electric polls, roadside, vehicles, screens, kiosks, etc. This is one of the most prominent types of mass media used for commercial as well as public welfare advertising and mainly includes billboards, banners, posters, brochure distribution, Com Park Advertising, and Wallscape, amongst others!

Transit Media

Transit Media revolves around the concept of advertising and information dissemination when consumers are “on the go” in public places or transit. These include display advertising on vehicles and transportation. With the aim of “driving home, a message” transit media is significantly used for massive brand promotion to millions of people who travel the country’s streets and highways every day. Some people might think that this type of mass media is outdated or ineffective, yet it is widely visible on the sides of buses, in subway cars, and at transit stations where passengers enter or disembark from public transportation.

New Media or Digital Media

Since the invention of the World Wide Web by English scientist Tim Berners-Lee in 1989, the Internet has drastically taken over all types of mass media because of its faster dissemination speed and higher digital technology. New Media is an interactive two-way communication with users being the active producers of content and information. The Internet is considered a highly interactive mass medium and can be simply defined as the “network of networks”. It has quickly transformed into the centre of the mass media as it has marvelously integrated all the prominent types of mass media. Now, you can see news websites, broadcasted TV shows as well as listen to online radio using the internet and this is also called the convergence of mass media! New Media is normally a re-conceptualization of the existing media. This is a rapidly growing mass media with the ease of accessibility with a computer and an Internet connection. From Story Writing and Graphic Designing to Multimedia and Animation, pursuing a career in this field can be highly advantageous.

Conclusion:

Mass media is an essential part of our modern society, providing information and entertainment to a large audience. It has a significant impact on individuals and communities, shaping their attitudes, beliefs, and behavior. The media also plays a crucial role in shaping public opinion, influencing how people perceive political issues and candidates. While the media can create social cohesion and promote common interests, it can also create divisions and promote biases and stereotypes. As such, it is

essential that we remain critical of the media we consume and ensure that we are exposed to a diverse range of viewpoints and perspectives.

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