

THE POWER OF MASS MEDIA IN BUSINESS

Author: Egamberdieva Shokhsanam

Student of UzSWLU

Scientific advisor: Yuldasheva F.F.

Senior teacher of UzSWLU

Annotation: This article provides information about the power of mass media and its platforms in business. The contribution of social networks to success in the field of business and the importance of online marketing are discussed.

Annotatsiya: Mazkur maqolada biznesda mass media va undagi platformalarning kuchi haqida ma'lumot berilgan. Biznes sohasida muvaffaqiyatga erishishda ijtimoiy tarmoqlarning yordami va onlayn marketingda tutgan ahamiyati borasida fikr yuritilgan. Shuningdek, biznes olamidagi aforizmlardan foydalanildi.

Аннотация: В этой статье представлена информация о силе средств массовой информации и их платформ в бизнесе. Обсуждается вклад социальных сетей в успех в сфере бизнеса и важность интернет-маркетинга. Также использовались афоризмы из мира бизнеса.

Key words: Social media, marketing, digital media, broadcasting media, outdoor media, Twitter, Facebook, YouTube.

Kalit so'zlar: Ijtimoiy media, marketing, raqamli media, radioeshittirish vositalari, tashqi ommaviy axborot vositalari, Twitter, Facebook, YouTube.

Ключевые слова: Социальные медиа, маркетинг, цифровые медиа, вещательные медиа, наружные медиа, Twitter, Facebook, YouTube.

The present age is called as The Information Age and mass media is one of the most powerful and effective instruments of spreading and sharing information. The media has general access to mass audiences, to the public sphere, with the power to select and shape the presentation of messages, words, symbols. They, also, help us to understand better the complexity of the world, by giving different meanings in pieces of information that are given to the audience. But the media has the ability to prime particular issues in the minds of the audience, for example, it can affect the political judgment of the audience. In business world, advertising the products or services through mass media is the most productive way and it doesn't demand so many efforts. Selling your company to the media is a necessary part of selling it to everyone else. [1]

You have a viral distribution strategy, the press can help attract investors and employees. Social media plays a significant role marketing your business if used effectively and the opportunity to reach and engage with such a huge audience is not to be missed. Social media is a great way to connect with people who already engage

with your brand and introduce the business to people who are yet to discover you. For instance Instagram, Twitter and Facebook are the social networks that have an ability to attract more consumers. When creating content, consider about what your audience wants to see and what advantageous content you can give them in return for their attention. The majority of companies now use social media platforms, create blog posts on their sites, and launch commercials on YouTube to describe their best features, the problems their products can solve, and provide step-by-step guides. It mentioned in so many books and businessmen.

There are around 4.66 billion active internet users worldwide in 2021, which means that the world is dependent on digital media. Today, brands promote their goods and services through sites, YouTube, podcasts, and more. Besides, companies often implement Instagram marketing and Facebook advertising to pitch their products because they realize their big influence and power. With the help of an electronic broadcasting medium, audio and video content is distributed to a dispersed audience. Television, radio, video, and games appeal to heterogeneous audiences, people who differ in age, background, views, goals, and interests.

Ambient marketing is an excellent example of modern outdoor media. Brands use unusual locations and items to promote their products. Let's take Folgers, for instance. This brand of coffee used manhole covers to promote coffee in a unique and eye-catching way. Therefore, places like bus stops, public transport, and buildings can serve creative companies as places for promotion. "The Lean Startup isn't just about how to create a more successful entrepreneurial business; it's about what we can learn from those businesses to improve virtually everything we do.[2]"

Quotes from business world about business:

1. "The best marketing doesn't feel like marketing." – Tom Fishburne, Founder of Marketoonist.
2. "90% trust peers on social networks (even strangers); only 15–18% trust brands." –Danny Brown, Award-Winning Marketer, and Author.
3. "Mediocre marketers think in terms of campaigns. Great marketers think in terms of growth frameworks." –Neil Patel, New York Times Bestselling Author and Marketing Expert.
4. "Successful companies in social media function more like entertainment youcompanies, publishers, or party planners than as traditional advertisers." – Erik Qualman, digital leadership expert.
5. "I use social media as an idea generator, trend mapper, and strategic compass for all of our online business ventures." — Paul Barron, CEO, Foodable Network.

Business Organizations, particularly the Organization producing consumer goods resort to mass communication to conduct a survey on price, design quality of goods,

customer's taste and capacity etc. in one word customers feedback. You stand a good chance of success if you can get your business out to as many eyeballs as possible. But this is also the 21st century. We've seen the digital revolution. These days, mass communication also applies to email, text messages, and social media each of which demonstrates incredible rates of success. In summary, media has the power that rise your business. It is well known for advertising system in this world and worthy promotion even for start-ups. Mass media is serving a major role in development of corporate reputation. Corporate companies are using various mass media to propagate their advertisement and information related to corporate social responsibilities , product branding, house programme, annual programme, their tie up with other companies.

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