

THE INFLUENCE OF MASS MEDIA ON HUMAN PSYCHOLOGY

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Annotation:

The mass media is the most important, powerful and effective tool of ideology, and the fact that information attacks are frequently organized recently indicates that the attitude towards war has changed and a new type of weapon has been discovered. This weapon is information. It is about targeting the mind and heart of a person in information wars conducted with the help of such a weapon, the use of the Internet, the sudden appearance of Internet sites used by terrorists in the world today, information attacks and ways to combat them.

Keywords: television, computer, internet, mobile phone, information, terrorist organizations, mass media, telegram.

Today, the world is changing rapidly. It has become necessary to receive information and convey it, to form an influential public opinion in all areas. In such complex conditions, life puts new demands and tasks before us. Mass media is the most basic, powerful and influential tool of ideology. Because the mass media serves as a unique educator of the public, an organizer of important events, and an effective tool for solving current problems. It is through mass media that our national values and universal values, national ideals and democratic principles are promoted. Mass media have always been a unique measure and indicator of democracy and freedom of speech. A free and independent media promotes and strengthens democratic progress. There is another important aspect of inculcating the idea of national independence through mass media. This aspect is related to adequate response to informational terror, ideological threats, preventing them from trying to subjugate our people morally and ideologically, and forming ideological immunity in the citizens of Uzbekistan.

There is a saying that shows the power of the mass media: "If any false idea, a fabrication is repeated three times a week for four years, the 'truth' is ready, and people will believe it." Recently, the frequent organization of informational attacks actually indicates that the attitude towards war has changed, and that a new type of weapon has been discovered. This weapon is information. The mind and heart of a person are targeted in information wars conducted with the help of such weapons. Although it cannot physically destroy a person like a bullet, its destructive power and damage is no less than that of any weapon of mass destruction. Because the blows given to him with the help of this weapon misleads a person, encourages him to act against his interests, and therefore allows to control and dominate a person. In fact, information is considered the cheapest means of achieving the goal.

In fact, organizing information attacks does not require that much work, that much effort, that much expense. Modern mass media, television, computer, Internet, mobile phone and other means are changing the nationality, thinking and outlook of people, especially young people. This is evident in the fact that developed countries, with the help of these tools, are making it their main strategic policy to standardize the consciousness, outlook and lifestyle of the peoples of the world and to inculcate the "mass culture" they are forming into it.

In the modern world, it is difficult to imagine human life and activities without modern gadgets. The influence these things have on us and their role in our activities is very strong. At the same time, these things have a strong influence on human psychology. As people try to satisfy their needs from the virtual world, negative situations in human psychology are increasing. It's no secret that many people today fall into wrong views and wrong ways due to the fact that people are not able to protect themselves in virtual life. There is such a situation in human psychology that if a person does something that society considers wrong under public scrutiny, he feels uncomfortable and tries not to do it. Nowadays, people feel comfortable because no one is watching their actions in the virtual world, and actions considered negative for human life and activity are being observed. An example of this is various tatalizator games. Due to the fact that these games are played online, people do not feel ashamed and eventually become addicted to the game, which later has negative effects on the individual's life. This is only one of the negative situations in the virtual world, and there are many more. Another of these is the desire to be famous. Human psychology always feels the need for ego, i.e. popularity and to talk more about oneself, and the current era is satisfying this need. Unfortunately, they do not act in accordance with the rules of ethics and aesthetics, nationality, age limit, religious views, as well as tolerance. There are a number of reasons for this. One of the main reasons is that one of the most convenient ways to influence the psychology of the masses is to publicize certain taboos for society in a way that the masses want. In the modern world it is called pyar. Modern advertising ensures that a person becomes quickly popular in society, as a result of

which he achieves his goal, but does not take into account how his actions affected people in society. As a result, a situation is formed that people can do subconsciously, which may not show itself at first, but in the later period, it can reduce or even eliminate the feeling of shame in people in society. In addition, the status of gifs or stickers used during chats and conversations in various messengers does not affect people's feelings. From chats in instant messengers to GIFs, it forms a feeling that one thing is possible in the human mind, that is, that it is possible to do this thing, even if it does not correspond to moral, religious, and national norms. This condition, in turn, deprives a person of independent thought, not only of independent thought, but also begins to slowly eliminate features such as independent vision, thinking, and criticism from the human mind. something will exist. In fact, he does not even realize that these thoughts have been imposed on him.

The mass media, the Internet, including social networks and mobile messengers, should carry out constant monitoring of information that has a negative impact on the opinion of the general population, and the information services of relevant state bodies and organizations should be sent to them for their response.

Today's great changes in our life, the logic of our reforms require everyone to work in a new way, to come up with new ideas and initiatives. In this sense, strengthening the material and technical base of mass media, personnel capacity, achieving a worthy place for our national press in the international arena, developing internet journalism, wide introduction of market mechanisms in publishing, book sales, subscription issues, establishing openness and working in an environment of healthy competition, we have to work hard on.

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