

## INTEGRATION AND MASS MEDIA

Mukhiddinova Gulirano Negmatovna

Lecturer at the Department of Russian Language and  
Literature Shakhrisabz State Pedagogical Institute

### Abstract:

The article is devoted to the process of integration, which is increasingly gaining momentum in the modern world, transforming all spheres of social life. Media and integration influence each other. And, in turn, the media, being under the influence of this phenomenon, influence the Russian language and the speech culture of society. At the turn of the 20th and 21st centuries, the world found itself under the influence of a process called “integration”.

### Introduction

In the world's scientific and journalistic literature, and in the media, there is no single point of view regarding this concept; it has different interpretations and often causes opposing opinions on its own account. The modern world is diverse, heterogeneous, there are differences between countries in the level of their political and technical and economic development, in the diversity of cultures and civilizations. Today, powerful integrative processes are operating on a global scale, linking together the peoples of the planet - integration processes [1, p. 82-83].

Integration is a new reality for the economy, politics, culture, and media of the modern world. Special systems of relationships are being formed between integration as a qualitative characteristic of the level of development of modern civilization and culture. On the one hand, new forms and ways of functioning of culture arise, prerequisites arise for content and value changes within culture, on the other hand, culture actively responds and itself begins to influence the ongoing civilizational process [2, p. 65].

In modern literature on the problems of integration, there is no single view on its genesis. When studying this problem, three main positions stand out: 1) integration began at the “dawn of history”; 2) integration appeared in the era of “modernization” and the development of capitalism; 3) integration is a phenomenon of recent history associated with “post-industrialism” and “postmodernism” (table). We share the third position: globalization is a product of the modern era, a requirement and a distinctive feature of the modern type of civilization. It is generated by the technological and information revolutions, as well as a number of other unique conditions of our time. It is believed that the term “integration” was first used in 1983. Levitt, in one of his articles, describing the process of merging markets for individual products produced by transnational corporations, he gave it exactly this name. It has come into active circulation since 1996, and has become associated, first of all, with the political and economic relations of countries in the world community. And subsequently, the concept of “integration” has already become entrenched as one of the

stereotypes of consciousness. Integration is intensively changing not only the economic and political landscape of the planet, but also affecting the picture of intercultural relations. Issues of unification of world culture concern many scientists.

It is impossible to resist the accelerating process of cultural globalization, and yet countries in this new reality need to preserve and develop their identity and cultural diversity. This natural process occurs due to the unified and at the same time diverse nature of the world as a whole. Many scientists, in connection with this historical process, write about the tendency of the formation of globalized “homogeneous” media, art, and pop culture [3, p. 18]. Integration is not possible without the media and

communications [4, p. 15], believe Yu. V. Yakovets, A. I. Utkin, Peter L. Berger, Terhi Ranthagen. Globalization processes began thanks to the development of television, when in the 1980s. prices for satellite broadcasting have dropped sharply. The two superpowers, opposing each other, improving the technology of launching satellites into orbit, launched more and more advanced space tracking devices. Soon, the space television signal also became acceptable from a commercial point of view. The introduction of cable television systems has further increased the possibilities of exposure to the outside world. Digital technologies have made the transfer of information simple, high-quality and reliable [5, p. 286].

Integration is the most important factor determining not only the dynamism of the development of the modern world, but also the growing role of information and communication flows and modern media, both traditional and new, marking the most important moment in the transition to a new global system of access to information [6, p. 335]. According to V.L. Inozemtsev, the fundamental basis of globalization should be considered the revolution in the means of communication, communications and information science, which radically changed the nature of intellectual, cultural and technological interaction between the individual components of world civilization [7, p. 589].

Communication promotes social and cultural unity by creating a common language and sign symbolic system for everyone. The means of mass communication, influencing the consciousness of viewers, listeners, and readers, perform a sociotransformative function in society. The man of the future global information society is being formed today. New technologies are changing it: having faster access to information, it reacts faster to changing conditions. Choosing the optimal behavior model [8, p. 4].

The media do not simply transmit and receive information, but are a channel that influences cultural priorities; mentality, priorities, and values change. The media also introduce cultural innovations to the masses and actively participate in the life of society. Mass information creates the basis of the spiritual world of the individual, the “information basis” of the system of his relations and activities.

On the other hand, society itself influences the media system “The media of mass communication is nothing more than a medium of self-description of society, that is, a means by which society “looks” at itself, a means with which, in terms of its universality and

breadth of vision The only thing that can compete is the “social system of science,” notes Niklas Luhmann [8, p.221]. In the process of globalization, the media play a key role.

Information today is a necessary element of development, a reflection of the views and interests of society, to the events taking place in the world. The development of science and technology, the expansion of economic, political, professional and personal contacts between residents of Russia and the Western world contribute to the intensification of interaction between the Russian language and Western European ones. Many researchers come to the conclusion that the media is just a way for transnational companies to advertise and sell their ideology or product.

Russian media do not have their own identity; Western standards have completely expanded and leveled out national traditions in the media. Considering the media from the point of view of the participation of this institution in the dissemination of socially important information, I. M. Dzyadoloshinsky points out that modern Russian media, first of all, are an advertising and PR tool. “It is political strategists and advertisers who determine the main topics of the media, participants in media control, since the costs of producing and distributing media in Russia many times exceed their total income.

Another problem that prevents us from considering the media as a reliable source of socially significant information is the high degree of dependence on the authorities.”

With the development of social networks and the media space, a person is constantly and unconsciously influenced by someone’s frames, in the cognitive field of someone’s experience through posts and blogs on social networks. A person subconsciously reacts to information through first impressions and emotions, so managing attention through blogs has become one of the specifics of modern media framing.

But there is also a possibility that the information will not correspond to the ideas and beliefs of the audience. Every person has an established primary frame system. Therefore, framing involves adapting the material to the basic frame system of the target audience. To do this, you need to predict the possible reaction of the readership to this information, understand the interests, needs, cultural norms and traditions of society. [6]

Today, the media exist through advertising and the sale of airtime. And naturally, the advertiser influences the policy of a particular media outlet: a TV channel, radio station, print or online publication. Advertising (Latin “reclamare” - shout) - information distributed in any form by any means about an individual or legal entity, goods, ideas and initiatives (advertising information), which is intended for an indefinite number of people and is intended to create or maintain interest in an individual, legal entity, goods, ideas, undertakings and facilitate the sale of goods, ideas and undertakings.

Advertising, covering all spheres of our life, influences not only the economy, politics and culture, but also affects the Russian language (its system) and speech culture. The collapse of the USSR and the restructuring of the economy on a market basis led to cultural exchange uncontrolled by the state. And in the context of the commercialization of domestic media, including electronic ones, this uncontrolled exchange was combined with the interest of

electronic media bodies in receiving paid advertising from Western countries, notes Ya. A. Lomko.

Commercial interest coincided with the desire of the directors of many radio and television channels to “reach the world level” as quickly as possible to “shake off the legacy of the past (Soviet)” period and, accordingly, the Russian language characteristic of this period. As a result, there was an active introduction of foreign words into the Russian language, for which there was no need, since the Russian language had established equivalents for these cases.

When considering this problem, it is necessary to highlight one more aspect: modern information technologies are based entirely on the material of the English language (for example, software); at international scientific conferences, reports are read and published mainly in English, which indicates that the English language has acquired the status of the world's first universal language. Universal knowledge of the English language provides the natural human need for mutual understanding on a universal, planetary scale, and this is a positive aspect of this process.

The media are called the “fourth estate” due to their enormous influence on society and its priorities, cultural values, and the ideology of the state. It is difficult to imagine our life without the media; The mass audience, to one degree or another, is guided by the speech of radio and television presenters and advertising texts. The media accompanies us everywhere, and thus it is they, to a greater extent, that shape the language, vocabulary, and linguistic norms (melody, pronunciation) in society.

Directly dependent on the ability of electronic media to influence the formation of the language culture of the audience is the ability of the media to cause destructive damage to the national language and fill the airwaves with low-quality (in terms of language) programs. The role of integration in the life of mankind is not limited only to changes in the structure of the economy and politics - we experience its manifestations in both the social and cultural spheres, and, undoubtedly, this is reflected in the language and culture of speech.

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