THE FLUENCY OF MASS MEDIA ON SOCIETY

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ABSTRACT

Technological revolution of 20 the century, mass media affects behaviour of people in society, parents and their child's exposure to media.

Keywords: Revolution, propagating, fads, behaviour, demographics, ecology, theory, internet-enhanced, self-disclosure, authorities.

АННОТАЦИЯ

Технологическая революция 20 века, влияние средств массовой информации на поведение людей в обществе, влияние средств массовой информации на родителей и их детей.

Ключевые слова: Революция, пропаганда, мода, поведение, демография, экология, теория, Интернет, самораскрытие, власть.

ANNOTATSIYA

20-asrdagi texnologik inqilob,ommaviy axborot vositalari odamlarning jamiyatdagi xatti-harakatlariga ta'siri,Ommaviy -axborot vositalariini ota -onalar va ularning bolalariga ta'siri.

Kalit so'zlar: Inqilob, targ'ibot, moda, xulq-atvor, demografiya, ekologiya, nazariya, internet bilan ta'minlangan, o'z-o'zini oshkor qilish, hokimiyat.

The rapid development of media technology is perhaps the biggest technological revolution of 20th century. Communication technology, mass media and finally information technology have revolutionized the way people communicate. We shall examine the positive and negative impacts of mass media on society. The impact of internet communication and social networking sites is conceptually much more, since they allow two-way interaction with the consumer. Traditionally society and culture used to change from village to village. Cultural symbols and ways were picked up by

one society from another by way of cultural diffusion. Cultural diffusion used to happen through people-to-people contact. Mass media technology has changed the very nature of cultural diffusion, by widely propagating cultures and norms across wider audiences. That is the reason why modern society picks up all new trends, fashion, and fads from mass media. More importantly, mass media affects behaviour of people in society. The impact of mass media on behaviour can be positive or negative. Mass media is used for social interventions to spread awareness and to change social behaviour. There is the pro-social effect of mass media. At the same time, mass media influences tendency of persons towards violence, deviance, and delinquency. This is an anti-social impact. Mass media can be used for spreading political messages and for generating awareness among people about specific issues. This is a pro-social effect. Yet, mass media could be used for propaganda purpose. This is a negative influence of mass media.

Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs. Whether a media message has an effect on any of its audience members is contingent on many factors, including audience demographics and psychological characteristics. These effects can be positive or negative, abrupt or gradual, short-term or long lasting. Not all effects result in change; some media messages reinforce an existing belief. Researchers examine an audience after media exposure for changes in cognition, belief systems, and attitudes, as well as emotional, physiological and behavioral effects. The influences of mass media or media effect are observed in various aspects of human life, from voting behaviors to perceptions of violence, from evaluations of scientists to our understanding of others' opinions. The overall influence of mass media has changed drastically over the years, and will continue to do so as the media itself develops. In the new media environment, we have dual identities - consumers and creators. We not only obtain information through new media, but also disseminate information to wide audiences. Further, the influence of the media on the psychosocial development of children is profound. Thus, it is important for physicians to discuss with parents their child's exposure to media and to provide guidance on age-appropriate use of any media, including television, radio, music, video games and the Internet. There are several scholarly studies which addresses media and its effects. Bryant and Zillmann defined media effects as "the social, cultural, and psychological impact of communicating via the mass media". Perse stated that media effects researchers study "how to control, enhance, or mitigate the impact of the mass media on individuals and society". Lang stated media effects researchers study "what types of content, in what type of medium, affect which people, in what situations". McLuhan points out in his media ecology theory that "The medium is the message." the internet-enhanced self-

disclosure hypothesis among adolescents, stating that social media platforms are primarily used to maintain real-life friendships among young people. Therefore, this media use may enhance those friendships. New CMC technologies are evolving at a rapid pace, calling for new media effects theories.

People usually come across different pieces of information via direct or indirect sources, but in any case, the mass media influence is clearly visible in society. From educated to illiterate people are part of this wave and that is why the responsibilities of the media people and controlling authorities increase. They have to be more careful about the timing and approach of conveying news. Being a responsible citizen, make sure you cross verify any news coming across you before spreading that to others as it can create a serious impact on society.

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