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HOW MASS MEDIA SHAPES PUBLIC OPINION

Bahronova Parizod Jamshid qizi

Idiyeva Gulchiroy Xolmurod qizi

Student of Kattaqurgan State Pedagogical Institute

bahronovaparizoda70@gmail.com

gulchiroyidiyeva@gmail.com

Supervisor: Yuldashev Sherzod Rabbimkulovich

Annotation

This article explores how mass media influences public opinion in modern society. It examines the ways in which television, newspapers, and especially social media shape people's views on political, social, and cultural issues. The study highlights both the positive and negative effects of media, including its role in spreading information, raising awareness, and, at the same time, creating bias.

Keywords: Mass media, Public opinion, Social media, Information, Influence, Communication, News, Media literacy, Misinformation, Bias, Society, Awareness

Аннотация

Данная статья исследует, как средства массовой информации влияют на общественное мнение в современном обществе. В ней рассматриваются способы, с помощью которых телевидение, газеты и особенно социальные сети формируют взгляды людей на политические, социальные и культурные вопросы. В исследовании подчеркиваются как положительные, так и отрицательные эффекты СМИ, включая их роль в распространении



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информации, повышении осведомлённости, а также в формировании предвзятости и распространении дезинформации.

Ключевые слова: Средства массовой информации, Общественное мнение, Социальные сети, Информация, Влияние, Коммуникация, Новости, Медиаграмотность, Дезинформация, Предвзятость, Общество, Осведомлённость, Цифровые платформы

Annotatsiya

Ushbu maqola ommaviy axborot vositalarining zamonaviy jamiyatda jamoatchilik fikriga qanday ta'sir ko'rsatishini o'rganadi. Unda televideniye, gazeta va ayniqsa ijtimoiy tarmoqlarning siyosiy, ijtimoiy va madaniy masalalar bo'yicha odamlarning qarashlarini qanday shakllantirishi tahlil qilinadi. Tadqiqot OAVning ijobiy va salbiy jihatlarini yoritadi, jumladan axborotni tarqatish, xabardorlikni oshirish bilan birga, ma'lum bir tarafkashlik va noto'g'ri ma'lumotlarni yuzaga keltirishdagi rolini ham ko'rsatadi.

Kalit so'zlar: Ommaviy axborot vositalari, Jamoatchilik fikri, Ijtimoiy tarmoqlar, Axborot, Ta'sir, Muloqot, Yangiliklar, Media savodxonligi, Noto'g'ri ma'lumot, Tarafkashlik, Jamiyat, Xabardorlik, Raqamli platformalar.

Introduction

In the modern digital era, mass media has become one of the most influential forces shaping human thought and behavior. With the rapid development of technology, people are constantly exposed to information through television, newspapers, and especially social media platforms. These sources not only provide news but also play a significant role in forming public opinion on various



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political, social, and cultural issues. As a result, the power of mass media to influence perceptions and attitudes has increased dramatically. This article aims to examine how mass media shapes public opinion and to analyze its positive and negative impacts on society.

First of all, mass media plays a key role in shaping public opinion by providing information to a wide audience. News channels, newspapers, and online platforms deliver updates about political events, social problems, and global issues. As a result, people often rely on these sources to form their own views. For example, the way a news story is presented can influence how individuals understand and react to a particular situation.

Moreover, social media has become one of the most powerful tools in influencing public opinion. Platforms such as Facebook, Instagram, and Twitter allow users to share ideas, opinions, and information instantly. This creates a space where people can easily be influenced by others, especially popular figures or trending topics. However, not all information shared on social media is accurate, which can lead to misunderstanding and confusion.

On the other hand, mass media also has positive effects on society. It helps raise awareness about important issues such as environmental problems, education, and human rights. Media campaigns can encourage people to take action and bring positive changes to society. For instance, many global movements have gained support through media exposure.

Nevertheless, there are also negative aspects of mass media. The spread of fake news and misinformation can manipulate public opinion and create false beliefs. In some cases, media can be biased, presenting only one side of a story. Therefore, it is essential for individuals to develop critical thinking skills and evaluate information carefully.



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In addition, mass media plays an important role in shaping cultural values and social norms. Through movies, television programs, and online content, people are exposed to different lifestyles, traditions, and beliefs. This can broaden individuals' perspectives and promote cultural understanding. At the same time, it may also lead to the loss of local traditions if people begin to imitate foreign cultures without critical evaluation.

Furthermore, mass media can influence decision-making processes, especially during elections or public debates. Political campaigns often use media platforms to persuade voters and promote their ideas. As a result, public opinion can be shaped not only by facts but also by emotional appeals and persuasive techniques. This shows that media has the power not only to inform but also to guide people's choices and actions.

Conclusion

In conclusion, mass media plays a vital role in shaping public opinion in modern society. It influences how people think, feel, and make decisions about various issues. While it provides valuable information and raises awareness, it can also spread misinformation and create bias. Therefore, it is important for individuals to use media responsibly and develop critical thinking skills. Only in this way can people distinguish between reliable and unreliable information and form balanced opinions.

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