

FUNCTIONAL FEATURES OF MASS MEDIA IN THE FORMATION OF INNOVATIVE THOUGHT

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Abstract: *this article clarifies the importance, necessity and role of mass media in shaping younger generations thinking ability. The media has always been a key element in the development of society, the awareness of people, their outlook, and their political level. The past has been a period of dynamic development for the media, as well as in all areas. After we gained independence, first of all we paid attention to the legal framework of the sector and began to study the experience of developed countries. In this article the abovementioned points were described.*

Keywords: *internet, newspapers, magazines, television.*

ФУНКЦИОНАЛЬНЫЕ ОСОБЕННОСТИ СМИ В ФОРМИРОВАНИИ ИННОВАЦИОННОЙ МЫСЛИ

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Аннотация: *в данной статье разъясняются важность, необходимость и роль средств массовой информации в формировании мыслительных способностей молодого поколения. Средства массовой информации всегда были ключевым элементом развития общества, осведомленности людей, их мировоззрения и их политического уровня. Прошлое было периодом динамичного развития как для СМИ, так и для всех областей. После обретения независимости мы, прежде всего, обратили внимание на правовые рамки отрасли и начали изучать опыт развитых стран. В этой статье были описаны вышеупомянутые пункты.*

Ключевые слова: *интернет, газеты, журналы, телевидение.*

Speaking of deepening democratic processes, increasing the political activity of the population, the active participation of citizens in the political and social life of our country, of course, without ensuring freedom of information, the media outlets express their views and ideas. We understand that these goals cannot be achieved

without turning the verses into a pulpit that freely expresses their attitude and position to what is going on.

During the years of independence the following laws were adopted to regulate the activities of mass media:

- Law on Mass Media (January 15, 2007);
- Law on Guarantees and Free Access to Information (24 April 1997);
- Law on Protection of Journalism (April 24, 1997);
- Law on Principles and Guarantees of Freedom of Information (December 12, 2002);
- Law on Publishing (August 30, 1996);
- Law on Copyright and Related Rights (July 20, 2006);
- Law on Advertising (December 25, 1998);
- Law on Information (May 7, 1993);
- The Telecommunications Act (August 20, 1999).

Thanks to the created conditions, the total number of mass media over the years of independence is 1366 (as of 01.07.2013). It is noteworthy that in 1991 the only state-owned television and radio stations did not have such media. Today, non-state media are rapidly developing in the country. In addition to television and radio channels, websites are also registered as media. In short, even the fastest-growing industries in the industry are accounted for by electronic media. Non-state media presently make up 60% of the total media.

The media work in 7 languages of the nations living in Uzbekistan and in more than 20 specialties - political, social, economic, spiritual, educational and sports. Such significant changes call for further improvement of the legislative mechanism in the field, creating the necessary conditions for their free functioning.

The present concept covers information related to the area of mass media Amendments to the Laws of the Republic of Uzbekistan “On Telecommunication Systems” and the Law “On Principles and Guarantees of Freedom of Information” and the Law “On Telecommunications” and “Mass Media”, “On guarantees of state support to the mass media”.

Deepening of democratic processes in the country requires adaptation of mass media participation in ensuring transparency of the activities of state authorities, as well as a number of measures aimed at more effective use of available information sources, strengthening of press freedom and independence, full satisfaction of citizens' rights and freedoms in information.

During the years of independence a number of necessary laws regulating the media sphere and defining its prospects have been adopted and are widely used in our life. Reforms and ongoing processes in our country have been so rapid and extensive that we need to process some, make changes and additions, and even more so that these laws can continue for many years. It is necessary to accept new ones.

The Concept defines specific objectives to strengthen the legal framework of civil society in the country, in particular, to improve the legislation in this field. Especially noteworthy is the acknowledgment of this fact by prominent politicians, public figures and prominent media experts.

The essence of these measures set by the head of our state to reform the information sector is to establish the media as an independent institution for civil society, to regulate relations between political authorities and citizens, and the constitutional rights of citizens to information.

In today's advanced world, where everything is changing at lightning speed, mass media plays an important role. With that being said, education is also advancing day by day. It isn't confined to the four walls of a classroom anymore. Mass Media is responsible for this development to an extent.

The technological innovation in mass media of educational communication means that education can now be transmitted to far off places. A person sitting in India, for instance, can benefit from a lecture being delivered in the United States. This saves a lot of time, effort, and money. With ever-growing innovations in technology, education can now be transmitted in real time over the computer screen from far off places. The major roles mass media plays in the education field are:

Universal reach- Mass media has made the world smaller; it has connected people like never before. Education is something which must be universal. Mass media has helped tremendously bridge that gap. In other words, it is now within everyone's reach and making the world a better place.

Storage of information- Mass media allows storing information which can be accessed from anywhere at any time. It is available at our fingertips literally, which saves a lot of time and energy. Therefore, it serves as a rather useful resource in the field of education.

No Physical Constraints- One of the major drawbacks before mass media was a physical constraint but not anymore. Mass media has reduced the distance and made the world smaller for good. For instance, it is not necessary to be present at the place physically to gain knowledge now.

Organized Influence- Previously, the medium of information was rather unorganized. Now, the mass media of information offers much more organization and sophistication in delivering information. In addition, the authenticity of the information being imparted can be readily checked and reviewed. It is possible with the availability of mass media. This results in the reduction and elimination of false information or rumors.

Fruitful Results- Another huge advantage of current technological innovation in mass media is the increased memorization capability of students. Many scientific pieces of research have proven that transmitting lectures via an audio-visual format is quite effective. It has a far more positive impact on memorization capacity of the brain than merely an audio lecture. Above all, this is only possible because of the mass media.

The media of communication is the medium by which a piece of information or knowledge is communicated to us. This medium is the message, which is of greater importance. Because, the same piece of information when conveyed on a printed page or over the telephone by radio, or television will appear different and have entirely a different effect on us. Hence the effectiveness of a piece of information

depends upon the medium through which it is imparted. Thus, the mass-media are not only the messages, but also the message.

Because, it massages the sensory organs and stimulates them to respond actively. Hence, the mass media is very important for class room teaching as a part of the process of instruction. The sole objective is to improve the teaching-learning process with the use of various media. Therefore, the main purpose of mass-media in education is to benefit more students with fewer teachers or to obtain quality education.

In fact, the mass media have become a well of message around the world of today and have entered into all the structures of daily life, h can be used and in fact is being used as a means of education. So the role of mass media in education is gaining importance every day.

Importance or advantages of Mass Media

1. Mass Media provide information to the mass within a less time.
2. It takes a wide coverage of information regarding anything that is happening in any comer of the world.
3. It brings the entire world to the individual or to the classroom. Children spend hours together sitting in front of the television and can visualize, hear and acquire knowledge about the world.
4. These media easily reach groups, allow repeated use, give more reality, influence attitudes, show cause and effect relationships and ultimately motivate the audience.
5. It sends information to remote places and helps in distant learning.
6. It helps in modification of attitudes, inculcation of desirable values and acquaintance with cultural heritage.
7. Mass media acts as an agency of social change.
8. Mass media are useful for reinforcing group dynamics and interpersonal communication.
9. Mass media as means of communication make ideas clear to children and help them to acquire correct knowledge. They help in simplifying and in giving vividness to explanation.
10. Mass Media make the instruction concrete and stimulate interest and excite curiosity in things.

Education today, therefore, has a far greater responsibility than it had ever before. It has to meet the demands of a dynamic world which change its character every day. Contemporary education has to be more comprehensive and complete than it was ever before. The role of the various agencies of education like home, society, community etc. has consequently increased, so has the role of the mass media like television, radio, cinema, newspaper increased.” So now-a-day, press, radio, cinema, television, etc. are becoming more and more important in an individual’s life.

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