

## THE IMPACT OF MODERN MEDIA ON SOCIETY AND THEIR CLASSIFICATION

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**Kalit so'zlar:** media texnologiyalari, ommaviy axborot vositalari (OAV), kommunikatsiya, mediama'lumot, axborot almashinuvi, bosma media, elektron media, raqamli media, ijtimoiy muvozanat, madaniy qadriyatlar, axborot agentliklari, jamiyat turlari (ibtidoiy, an'anaviy, sanoat, postindustrial), tasnif mezonlari (mulkchilik, tarqalish ko'lami, uslub, davriylik, janr).

**Annotatsiya:** Ushbu matn media texnologiyalari va ommaviy axborot vositalarining jamiyatdagi ahamiyati, funksiyalari va rivojlanish bosqichlarini keng qamrovda yoritadi. Media axborot almashinuvi va muloqot jarayonida vosita sifatida xizmat qilib, axborotni tezkor yetkazish, tizimlashtirish, jamiyatdagi ijtimoiy muvozanatni saqlash hamda madaniy qadriyatlarni tarqatish kabi vazifalarni bajaradi. Matnda media texnologiyalarining tarixiy rivojlanishi — yozuvdan boshlab bosma, elektron va raqamli mediagacha bo'lgan bosqichlar orqali tahlil qilinadi. Shuningdek, jamiyatning ibtidoiy, an'anaviy, sanoat va postindustrial bosqichlari media vositalarining shakllanishi va roliga qanday ta'sir ko'rsatishi ko'rsatib o'tiladi. Matnning ikkinchi qismida OAVni tasniflash mezonlari (mulkchilik shakli, tarqalish ko'lami, uslub, davriylik, janr va signal uzatish usuli) hamda bosma, elektron va axborot agentliklari kabi OAV turlari batafsil bayon etilgan. Bu mazmun jurnalistika va kommunikatsiya fanlari bo'yicha tadqiqotlar, media siyosatini shakllantirish va OAVning jamiyatdagi o'rnini aniqlashda muhim ahamiyatga ega.

**Ключевые слова:** медиатехнологии, средства массовой информации, коммуникация, медиаинформация, обмен информацией, печатные СМИ, электронные СМИ, цифровые СМИ, социальный баланс, культурные ценности, информационные агентства, типы общества (примитивное, традиционное, индустриальное, постиндустриальное), критерии классификации (собственность, сфера распространения, стиль, периодичность, жанр).

**Аннотация:** Данный текст всесторонне рассматривает значение, функции и этапы развития медиатехнологий и средств массовой информации в обществе. Медиа служат инструментом в процессе обмена информацией и коммуникации, выполняя такие функции, как быстрая передача информации, систематизация, поддержание социального равновесия в обществе и распространение культурных ценностей. В тексте анализируется историческое развитие медиатехнологий по этапам, от письменности до печатных, электронных и цифровых СМИ. Также показано, как примитивный, традиционный, индустриальный и постиндустриальный этапы развития общества влияют на формирование и роль СМИ. Во второй части текста подробно описываются критерии классификации СМИ (форма собственности, сфера распространения, стиль, периодичность, жанр и способ передачи сигнала) и типы СМИ, такие как печатные, электронные и информационные агентства. Это содержание важно для исследований в области журналистики и коммуникационных наук, формирования медиаполитики и определения места СМИ в обществе.

**Keywords:** media technologies, mass media (mass media), communication, media information, information exchange, print media, electronic media, digital media, social balance,

cultural values, news agencies, types of society (primitive, traditional, industrial, post-industrial), classification criteria (ownership, scope of distribution, style, periodicity, genre).

**Abstract:** This text comprehensively covers the importance, functions, and stages of development of media technologies and mass media in society. Media serves as a tool in the process of information exchange and communication, performing functions such as rapid transmission of information, systematization, maintaining social balance in society, and dissemination of cultural values. The text analyzes the historical development of media technologies through stages, from writing to print, electronic, and digital media. It also shows how primitive, traditional, industrial, and post-industrial stages of society affect the formation and role of media. The second part of the text describes in detail the criteria for classifying media (form of ownership, scope of distribution, style, periodicity, genre, and signal transmission method) and types of media such as print, electronic, and news agencies. This content is important for research in journalism and communication sciences, the formation of media policy, and the determination of the place of media in society.

The term “media,” when literally translated from English, means “means,” “method,” “intermediary,” or “intermediate stage.” This concept is regarded as the means or channel that organizes the process of information exchange. Information exchange plays an important role in society. For this reason, media technologies are regarded as a mediating link in human activity, one of the key means of communication, and an indispensable condition of human activity.

Media technologies have existed since ancient times, and their development has directly influenced the progress of society. The development of information and communication technologies has brought about fundamental changes in the social, political, cultural, and economic spheres. From this perspective, studying media technologies allows for an analysis not only of the communication process but also of the dynamics of societal development.

Media is a means or platform that serves as an intermediary in the process of information exchange and communication. It serves as an important tool for the exchange of information, ideas, and opinions among individuals, groups, and society. Media is a system in which information is transmitted, received, and processed; through it, people's worldview is formed and social consciousness develops[3].

- As part of communication, the media:
- Delivers information quickly to a wide audience;
- Organizes and standardizes information;
- Helps maintain social balance in society;
- Plays a role in preserving and disseminating cultural values.

**It delivers information quickly and to a wide audience.** One of the primary functions of media communication is to distribute information swiftly and effectively. Today, information can reach any point in the world in milliseconds. Through media outlets (television, radio, the internet, social networks), news, events, important announcements, and information are delivered simultaneously to a large audience. This process increases awareness in society, accelerates communication between people, and simplifies the decision-making process. For example, information about natural disasters, political changes, or social problems spreads quickly through the media, allowing for timely action to be taken.

**It organizes and standardizes information.** Media is not limited to merely distributing information; it also regulates, organizes, and presents it according to certain standards. Each media outlet produces information in a specific format (text, video, audio, graphics) and delivers it to the reader or viewer in an understandable form. Furthermore, in journalism and mass communication, there are processes such as fact-checking, verification, and editing. These

processes allow for clarifying information and presenting it in a clean and reliable form. As a result, the dissemination of information in an organized and standardized format makes it easier for the audience to understand and accept it more quickly.

**It helps ensure social balance in society.** The media plays an important role in maintaining social balance in the life of society. It serves as a means of exchanging information among various social groups, organizations, and government bodies. The media sheds light on societal problems and lays the groundwork for their discussion. It also identifies misunderstandings, conflicts, and social tensions among people and shapes ideas for resolving them. The media also serves as a primary means for promoting the society's normative values, laws, and social order, which is essential for its stability and unity. Through the media, people evaluate events and participate in social processes, which strengthens social equilibrium.

**It plays a role in preserving and disseminating cultural values.** Media is an important factor in preserving cultural heritage and passing it from one generation to the next. Through film, television, radio, books, the Internet, and other media formats, elements of culture—language, literature, music, art, customs, and historical events—are conveyed to a wide audience. Media strengthens the spiritual and moral foundations of society by highlighting cultural values. Additionally, global media promotes intercultural dialogue, introducing the cultures of different peoples and bringing them closer together. This process creates a favorable environment for the recognition, preservation, and development of a national culture on a global scale.

Media technologies have continuously been updated and developed throughout human history. Their stages of development are divided into the following main types:

**The first media - writing.** The invention of writing ensured the uninterrupted preservation and transmission of information from one generation to the next. As a media tool, writing served to preserve knowledge and culture. Although at this stage information was delivered only to a limited audience, its preservation and dissemination made a significant contribution to the development of social life.

**Print media – printing press, lithography, photography.** Print media brought about revolutionary changes. The invention of the printing press (Gutenberg press) ensured the widespread popularization of the press and the mass distribution of books, newspapers, and magazines. Lithography and photography, in turn, made it possible to store and convey information in visual form. Print media expanded people's access to knowledge and led to the democratization of cultural life.

**Electrical media – telegraph, telephone, sound recording.** Electrical media dramatically increased the speed of information transmission. The telegraph and telephone made it possible to communicate over long distances. Sound recording, meanwhile, allowed information to be captured and replayed. At this stage, media technologies reduced the constraints of “time” and “distance,” paving the way for the real-time dissemination of information.

**Mass media – cinema and television.** Cinema and television have served to deliver information in a visual format to a wide audience. This type of media plays an important role in shaping public consciousness in society. Through film and television, culture, politics, education, and entertainment programs have been widely disseminated, influencing various aspects of social life.

**Digital media - computer, Internet.** Digital media enables the transmission, storage, and processing of information through digital encoding. Computers and the Internet have ushered in a new era in the media industry. Information travels rapidly across the globe via the Internet, creating opportunities for interactive communication. Digital media has expanded access to

knowledge in society, automated communication processes, and given rise to new economic and social forms—such as online education, e-commerce, and social networks[4].

Media technologies are an integral part of society's life, serving as the primary means in the process of information exchange. Their stages of development are closely tied to the social, cultural, and economic changes in human history. From the earliest writings to today's digital media and the Internet, the journey has fundamentally transformed the speed, scale, and quality of information transmission. At the same time, media technologies remain a key factor in shaping people's worldview, social consciousness, and way of life.

Social changes associated with the development of society and human activity have directly influenced the emergence and development of media technologies. In the history of Western civilization, four main types of society have traditionally been distinguished: primitive society, traditional society, industrial society, and postindustrial (information) society. At each stage, humanity's form of labor, social structure, and methods of information exchange were unique. From this perspective, media technologies have played an important role in each type of society, facilitating the process of information exchange[2].

*Primitive society* is the earliest stage in human history, in which people engaged in hunting and gathering. In this society, social structure was organized into small groups, and information was passed down from generation to generation through oral traditions—namely stories, legends, and songs. Although media technologies did not exist during this period, the primary forms of communication were oral interaction and visual symbols (pictures, signs).

*A traditional society* is a type of community based on agriculture and oriented toward farming. At this stage, the population lived predominantly in rural areas, and labor activities were aimed at increasing productivity. Information exchange also developed significantly, and with the advent of writing, books, documents, and written traditions began to take shape. During this period, media technologies were associated with written and printed materials (books, newspapers, notebooks), creating a systematic form of information storage and distribution.

*An industrial society* is characterized by the industrialization of production, factories, manufacturing technologies, and urbanization (the development of cities). During this period, communication technologies also developed rapidly, with the emergence of tools such as the telegraph, telephone, radio, cinema, and television. In an industrial society, media technologies became an important tool for delivering information to the general public, developing the mass market, and exerting social control and influence in society[1].

*Postindustrial or information society* is the stage that follows industrial society, in which the primary sectors of the economy are information, knowledge, and services. In this stage, information technologies, computers, the Internet, and digital communication play a central role. Media technologies, in turn, allow information to be distributed quickly, interactively, and in multiple directions through global networks. In an information society, the process of producing and distributing knowledge becomes a key driver of economic and social development.

Each type of society requires its own specific techniques and media tools. Methods and technologies of information exchange develop in relation to a society's social structure, economic activity, and cultural values. For example, in primitive societies information was transmitted through oral and visual symbols, whereas in industrial societies mass media (radio, television) were widespread. In postindustrial society, digital media (the Internet, mobile technologies) take center stage.

Media technologies are the set of methods and channels for creating, processing, and distributing media content. Through them, information is created, stored, and delivered to audiences in various formats[6].

Media data is a collection of information that includes textual, audio, and visual content. This concept also encompasses various forms such as graphics, video, audio, and animation. Media data are used across various channels to convey information clearly, effectively, and understandably. For example, video shows the progression of an event, audio delivers speech and music, and graphics simplify information visually.

The stages of society's development (primitive, traditional, industrial, and postindustrial) directly influence the emergence and development of media technologies. Each stage demands its own specific method of information exchange and creates corresponding media tools. Media content, in various formats (text, audio, video, graphics), is the primary component for delivering information to society's members. Thus, media technologies play an important role in all spheres of society's life—from the economy to culture and politics.

Media technologies can be classified based on the media content they produce, as well as by the type of distribution channel.

Media type	Channel	Media type
Text, graphics	Magazines, newspapers, books	Print media
Video	Television, cinema	Electronic media
Audio	Radio, audio media (CD)	Electronic media
Text, hypertext, video, audio, graphics	Internet	Digital media

In modern society, mass media (MSM) is an integral part of social life, serving as an important channel for disseminating information, shaping opinions, transmitting cultural values, and facilitating communication between the state and society. The role of mass media is not limited to delivering information but also encompasses the power to influence political, economic, and spiritual processes. Therefore, it is necessary to systematically classify mass media outlets and identify their characteristics.

There are various criteria for classifying modern media, through which the functional, organizational, and technical aspects of media are studied in detail. Below are the most commonly used classification criteria.

**Classifying media outlets by ownership structure** serves to identify their owner and management structure. This criterion affects the media's political independence, economic stability, and content policy[7].

**a) State mass media.** Media outlets established by the state or under its full control widely promote state policy and socio-educational initiatives. Such media outlets typically fulfill functions such as ensuring the public interest, national security, and social stability.

**b) Private media outlets.** Media outlets established by private owners or companies operate for commercial purposes. Their primary goal is to attract an audience and generate revenue through advertising and subscriptions. At the same time, they may have the capacity to ensure journalistic independence.



**c) Corporate media.** Corporate media serve as the internal and external communication function for a specific organization, company, or enterprise. They often disseminate information to their employees, clients, and partners, shape the brand image, and promote internal policies.

**The distribution scale of mass media.** determines its audience size and geographic reach.

**a) Central mass media.** Central media outlets are distributed throughout the entire country and are aimed at a broad audience. They play a key role in covering government policy, nationally significant news, and world events.

**b) Regional mass media.** Regional media operate within a specific province, city, or district. They specialize in covering local news, social issues, cultural events, and regional development matters.

**The style of mass media.** indicates the form in which it delivers information and its intended audience.

**a) Media outlets with a serious style.** Media outlets with a serious style deliver information in a clear, analytical, and fact-based manner. They cover political, economic, and social topics in depth, preparing articles that rely on expert opinions.

**b) Tabloid or popular style media.** Boulevard media focuses more on sensational news, personal stories, and light topics. Their goal is to attract a large audience by providing quick-to-read, emotionally engaging content.

**c) Yellow or sensationalist style of media.** The yellow style (yellow journalism) may spread sensational, sometimes unreliable or manipulative information to attract public attention. The sensational style, on the other hand, often emphasizes conflict- and drama-based events, heightening the reader's interest. In this style, the objectivity of the information can be compromised.

**The frequency of mass media** refers to how often and how regularly it is published.

**a) Daily newspapers.** Daily newspapers are published every day and cover current events, political news, economic developments, and pressing issues in society. They are of great importance as a source of timely information.

**b) Weekly newspapers.** Weekly newspapers are published once a week and are characterized by more analytical articles, commentary, and in-depth features. They allow for a more in-depth coverage of current events.

**Media genres** differ according to their content and purpose.

**a) Socio-political genre.** This genre covers political events, government policy, social life, legal issues, and social problems. Its purpose is to analyze important processes in society and to shape public opinion.

**b) Specialized Genre.** Specialized media outlets present news and expert materials related to a specific field (education, healthcare, agriculture, culture, etc.). They are aimed at a professional audience and contribute to the development of the sector.

**c) The advertising genre.** Advertising is material distributed in the media for commercial purposes, promoting a product or service. It is used to capture the reader's attention, stimulate the desire to purchase, and build brand awareness.

**In radio and television media,** the technology and power of signal transmission determine their coverage.

**a) Signal transmission method.** The signal transmission method can be analog or digital. Digital transmission improves quality, increases the number of channels, and provides interactive capabilities, as well as helps ensure information security.

**b) Signal power.** Signal power determines the broadcast medium's coverage, i.e., the area it can reach. Low-power stations are intended for a local audience, while high-power stations cover an entire country or region.

The criteria for classifying modern mass media serve to provide a deep understanding of their social role, function, form of management, and technical capabilities. Media outlets can be systematically analyzed using criteria such as form of ownership, circulation, style, frequency, genre, and method of signal transmission. These classifications are important for conducting scientific research in journalism and communication, shaping media policy, and determining the role of the media in society.

Mass media play an important role in society by disseminating information, exchanging ideas, conveying data, and shaping public consciousness. They deliver information to a broad audience quickly and systematically through various forms and channels. Media outlets are divided into several groups based on their operations and technological characteristics. The following systematically outlines these groups.

- Print media refers to the means of distributing information in a printed form. This type of media presents information to its readership in a clear, structured, and formatted text. Print media are divided into the following types:

- **Newspapers** – publications issued daily or weekly that include news, analytical articles, interviews, and announcements.

- **Magazines** – publications specializing in a specific topic, often published monthly or quarterly, that focus more on analytical and scientific-methodological materials.

- **Bulletins** – publications designed to provide concise and clear information, news, and official data.

- **Handbooks** – publications containing systematic information, guides, and documents on a specific subject.

- **Leaflets (flyers)** – designed for quick information, typically containing information that fits on a single sheet.

- **Advertising billboards** – outdoor advertising media installed along streets and roads, conveying visual information to a wide audience.

The main characteristic of print media is that they serve as a clear and permanent source of information for the reader through text and images. Additionally, because print publications are issued at specific intervals, they deliver information in an organized and planned manner. [8].

Electronic media are means that transmit information via electromagnetic waves, digital signals, or the internet. They allow for the distribution of information in a fast, multi-channel, and interactive manner. Electronic media include the following:

- **Radio** – broadcasts news, music, conversations, and various programs via audio signals.

- **Television** – presents shows, news, documentaries, and entertainment programs via video and audio signals.

- **The Internet** – through the global network, it delivers text, audio, video, photos, and other types of information to a wide audience; it is characterized by interactivity and speed.

- **Video and audio recordings** – media products that store information, educational materials, musical works, and documentary footage for subsequent distribution.

- **Cinematography** – a means of conveying information and moral-aesthetic influence to a broad audience through artistic, documentary, or educational films[10].

Electronic mass media deliver information in multiple formats (text, images, audio, video), and their interactivity allows for engagement with viewers and listeners. These tools reduce the



constraints of time and space in information distribution, enabling the delivery of information on a global scale.

News agencies are organizations that produce, collect, analyze, and distribute news and information for mass media. They play an important role in the information sector by delivering news quickly, obtaining information from official sources, and providing it to various media outlets[9].

News agencies often perform the following tasks[11]:

- rapidly gathering and verifying news;
- editing information and adapting it to standards;
- supplying materials for publications, television, radio, and internet platforms;
- exchanging information at the international and local levels.

Agencies operate as “information producers” in the news distribution system and serve as reliable sources for other media outlets.

Mass media play a key role in organizing the flow of information in society. They are divided into three main groups: print, electronic, and news agencies. Print media distribute information based on text, while electronic media distribute it in audio-visual and digital formats. News agencies collect and distribute news for various media outlets. In this way, the media ensure the rapid, accurate, and systematic dissemination of information in society.

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