

THE ROLE OF MEDIA CULTURE IN MODERN SOCIETY**Seitova Z.P.***Doctor of Sociological Sciences**NSPI named after Ajiniyaz Republic of Karakalpakstan*

Аннотация. Автор статьи раскрывает одну из актуальных тем современности. Как информация в значительной степени влияет на наш жизненный выбор, на уровень нашей социально-политической активности. Растёт роль медийной культуры как катализатора многих социальных процессов, несомненно, повлиявших не только на развитие страны, но и на формирование новой медиасреды. Что медиакultura меняет мир человеческих отношений, привносит специфические черты в его сознание.

Ключевые слова. Медиа, медиакultura, общество, сознание, СМИ, интернет-ресурсы.

Annotation: The author of the article reveals one of the current topics of our time. As information significantly influences our life choice, the level of our socio-political activity. The role of media culture as a catalyst for many social processes is growing, which undoubtedly influenced not only the development of the country, but also the formation of a new media environment. The fact that media culture changes the world of human relations brings specific features to its consciousness.

Keywords. Media, media culture, society, consciousness, media, internet resources.

Аннотация: Тармоқ муаллифи бугунги куннинг долзарб мавзуларидан бирини очиб беради. Ахборот ҳаётий танловимизга, ижтимоий-сиёсий фаоллигимиз даражасига сезиларли даражада таъсир кўрсатади. Медиа маданиятининг роли нафақат мамлакат тараққиётига, балки янги медиа муҳитнинг шаклланишига ҳам таъсир кўрсатган кўплаб ижтимоий жараёнларнинг катализатори сифатида ортиб бормоқда. Медиамаданият инсоний муносабатлар оламини ўзгартиради, унинг онига ўзига хос хусусиятларни олиб киради.

Калит сўзлар. Медиа, медиамаданият, жамият, онг, ОАВ, интернет ресурслари.

Introduction. Uzbekistan is dynamically integrating into the global information space. Citizens of the country now have the opportunity to have unlimited access to the databases and information accumulated by the world community. The quality of the information we receive now significantly influences our life choice, the level of our socio-political activity. Today, reforms in the information environment are aimed at "correctly placing priorities in relations with the press," "removing the economic mechanisms of control over the media, the closure of information sources." In this regard, Uzbekistan is considering the adoption of a number of laws ensuring "transparency, openness of the activities of executive authorities,... taking into account political pluralism, diversity of opinions"[1].

Media culture is the process of daily activity of the information society and represents the life experience of world and domestic culture and humanity. The democratic changes in Uzbekistan at the turn of the 20th - 21st centuries demonstrated the remarkable results of fundamental

social transitions: from a totalitarian state to a democratic one, from a planned economy to a market economy, from a post-industrial society to an information society. At the same time, the increasing role of media culture as a catalyst for many social processes, which undoubtedly influenced not only the country's development but also the formation of a new media environment, is evident. The problem of perceiving media culture in the modern information society occupies one of the central places. This in itself justifies the existence of different viewpoints on its solution. To make highly artistic products of modern media culture a treasure, it is necessary that they become an integral part of the general culture of society and the individual. The modern media environment has formed a certain level of media culture, which traditionally includes press, television, cinematography, radio, sound recording, computers, and the Internet. The study of media culture throughout the 20th century, from our perspective, unfolded in several problematic fields.

Literary review. The concept of "media culture" is actively being developed in sociology, cultural studies, philosophy, and media studies. According to W. Eco [Eco, 1984], media culture represents a complex system of symbols and signs that shape mass consciousness. N. Postman [Postman, 1985] viewed media as the primary creator of social meanings and values, arguing that television and other media phenomena change the perception of reality. R. Debray [Debray, 1991] introduces the concept of "media," arguing that media not only transmit information but also shape social structures. Modern research (Mannovich, 2017) emphasizes that digital technologies have strengthened the personalization of media consumption, leading to the growth of "information bubbles" and the polarization of society. At the same time, both positive and negative consequences are observed. According to research by G. McLuhan [McLuhan, 1964], media become a "extension" of human feelings, shaping a new reality of perception. However, in the digital age, according to Sh. Zuckerman [Zuckerman, 2013], the gap between the "information-rich" and "information-deprived" groups of society is widening. S. Hall [Hall, 1997] in his works on cultural research notes that media culture is a tool for constructing identities and ideologies. For example, the representation of gender, ethnic, and political groups in the media influences public opinion and social stratification. Yu. Lotman [Lotman, 1992] emphasized the semiotic aspect of media culture, viewing it as a mechanism for transmitting cultural codes. In turn, M. Castells [Castells, 2009] analyzed the impact of the digital media environment on the transformation of the social structure and politics in his works.

Research methodology. The methodology of media culture research requires a comprehensive approach that combines media text analysis, public opinion research, and the interpretation of cultural codes. Such interdisciplinary analysis allows us to identify the mechanisms of media culture's influence on public consciousness and social processes. The methodological basis of the research is based on the following conceptual approaches: structuralist approach, critical theory, media effects theory, cultural studies.

Main part. Due to the rapid formation of new information thinking, the subject of scientific discussions and research by culturologists, philosophers, and sociologists has become information culture, or media culture, as it is increasingly called. Media culture, which can act as a system of levels of development of a person's personality, "capable of perceiving, analyzing, evaluating media text, engaging in media creativity, assimilating new knowledge in the field of media, is an active participant in this process and includes the culture of information transmission and the culture of its perception" [2]. Media (from lat. "media," "medium" - means,

intermediary) - a term initially introduced to denote the phenomenon of "mass culture" ("mass culture," "mass media"). This is a type of information society culture that falls under the concept of general culture and is represented by printed publications such as: books, newspapers, magazines, cinema, radio and television, Internet resources - everything that connects a person with the surrounding world, informs, entertains, promotes, influences people's assessments, opinions, and behavior [3]. Concepts close to this term are: "information culture," "video culture," "audiovisual culture," "medium."

The presence of media culture is found in almost all aspects of modern human life. It changes the world of human relationships, brings specific features to his consciousness. It is a rather complex phenomenon, belonging to the system of self-knowledge and self-realization of the individual, and it is connected with such categories as nature, activity, morality, and culture. In today's information age, the introduction of technology into socio-cultural processes naturally changes the nature of the cultural field. The significance of media culture in both the comprehension of reality and the cognition of the individual themselves is determined by its ability to absorb all the diversity of reality, which is ensured by the functioning in the media culture system of such subsystems as social institutions that ensure the development and dissemination of media culture.

All structural components of media culture are interconnected: the technical level of media culture ensures the materialization and dissemination of media content in time and space; the communicative level - the orientation of media culture towards a mass audience [4]. Its media influence has practically no territorial or temporal boundaries. In the course of research and experiments by media culture creators in the field of technology, principles and features characteristic of the media environment have emerged: the interactivity of multimedia works, artistic virtual realities, network artistic and cultural projects, and so on.

New information and communication technologies, in particular satellite and digital TV, video, computer and mobile communication, the Internet, and others, are transforming the media environment, significantly influencing mass consciousness, traditional forms of culture, and the functioning of libraries, cinemas, museums, and drama theaters. Media culture in the 21st century, along with visual, visual, and verbal capabilities, began to utilize the kinesthetic possibilities of communication [5]. The role of media culture as a comprehensive means of human mastery of the surrounding world in its social, intellectual, moral, artistic, and psychological aspects is increasing in society. Its intensive development is increasingly actively influencing public consciousness as a powerful means of information, cultural and educational contacts, as a factor in the development of an individual's creative abilities.

It is clear that modern information capabilities provide a person with conditions for individual interaction with the screen in an interactive mode both for the purpose of implementing their creative ideas and for the purpose of learning something new. An important aspect of media culture is the interaction of different cultures at the ethnic, national, and civilizational levels, that is, the ability to engage in dialogue. This proves that media culture is a unique social institution of the information age, an important factor of spiritual production. However, in the context of the mass introduction of information and computer technologies, not only positive but also negative methods of influencing mass communication systems, both on an individual

and on society as a whole, have expanded. A distinctive feature of the modern information society has become the blurring of the boundaries between "mass" and "elite".

"Telecommunication technologies are becoming a unique tool of information, political, and spiritual expansion, a means of creating new social myths. That is why the primary tasks of modernizing the socio-cultural sphere of society at the turn of the 20th-21st centuries were: - computerization of mass libraries, museums, archives; - creation of publicly accessible databases and databases in the field of humanitarian and social sciences; - creation of a wide network of cultural-information and information-entertainment centers in the regions of the country; - creation and development of the Russian-speaking sector on the Internet; - ensuring the information security of the individual, society, and the state" [7].

Globalized media culture is the result of complex processes influencing global information connections on the standardization and synchronization of cultural models in various countries of the world [8]. This is a rapidly developing segment of the cultural space. Currently, new types of information age communities have begun to be studied on this topic: online, social media associations, and bloggers. The relationship between people in the digital age has changed significantly. Real communication is increasingly being supplanted by online communication. Mobile communication and the worldwide network increase our communication capabilities.

Analysis and results. Analysis of media culture has shown that it plays a key role in shaping societal perceptions, values, and behavior. Based on the content analysis of news and digital media, several trends can be identified, such as the growth of personalized media consumption, thanks to the algorithms of social networks and streaming services, the audience receives content that corresponds to their interests, leading to the formation of "information bubbles." The increasing influence of visual content, i.e., the digital age, makes images and videos more significant than textual information, the polarization of society - analysis of political discourses in the media revealed that digital media contribute to the growth of radical attitudes through the selective selection of information. Similarly, semiotic and discourse analysis showed that media construct certain stereotypes - these are gender images - women in advertising and cinema are often represented in traditional roles (housewife, object of desire), which is confirmed by research by G. Gofman(1979).

However, in recent years, there has been an increase in feminist rhetoric and images of "strong women" in pop culture (Gill, 2007). Ethnic and cultural differences - global media create both positive and negative images of ethnic minorities. A number of studies have noted that Western media often represent Eastern countries in the context of conflicts and threats (Said, 1978). The research results confirm that media culture has a profound impact on public consciousness, identity formation, and social interactions. It is important to consider both positive effects (educational opportunities, access to information) and threats (manipulation of consciousness, disinformation, digital addiction).

Conclusion and recommendations. Media culture has a significant impact on public consciousness, identity formation, and social processes. It determines the perception of reality, contributes to the digitalization of education, and changes communication models. At the same time, there are risks of manipulation, polarization of society, and dissemination of

misinformation. The future of media culture is linked to the development of artificial intelligence, virtual reality, and new ethical challenges. It is necessary to introduce educational programs that teach critical perception of information and analysis of media content, strengthen the mechanism for controlling fake news, propaganda and manipulation of public consciousness, develop independent media and transparent standards of information policy, preserve print and television journalism as alternative sources of information, monitor the impact of artificial intelligence, social network algorithms and VR/AR on public perception, create and promote platforms, providing scientifically based and reliable information.

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