# THE ROLE OF MASS MEDIA IN THE IMPLEMENTATION OF HUMAN POLICY IN THE REPUBLIC OF UZBEKISTAN

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## ANNOTATION

The influence of the media and the Internet on the formation of life concepts in young people, whose personal experience is not enough to distinguish between truth and falsehood, has a negative impact on the work of educational institutions. The article discusses the theoretical and practical perspectives of social philosophical research.

**Keywords:** internet, information society, computer technology, ideological immunity, humanitarian policy.

## INTRODUCTION

At the beginning of the XXI century, the unprecedented acceleration of the pace of life, the increase in the flow of information is giving rise to a new meaning and manifestation of authoritative sources. Young people of our society receive a variety of information and data not only in educational institutions, but also through the media and the Internet. In addition to receiving useful, necessary information for their learning, they are also exposed to information that is directed against our spiritual values. "Even a seemingly insignificant message against human spirituality today can be driven by the intensity of globalization in the world of information and cause enormous damage that cannot be seen but can be compensated for by nothing." It is worrying that some young people recognize the media, the Internet as an authority, accepting and believing the information in them, not parents, teachers and educators, in determining their attitude to life. They pay almost no attention to the sources of information, the level of authenticity, as long as it is interesting and relevant to their needs. The influence of the media and the Internet on the formation of life concepts in young people, whose personal experience is not enough to distinguish between truth and falsehood, has a negative impact on the work of educational institutions.

The media has a great responsibility to reveal the true nature of world events, to assess the political, economic and spiritual prestige of countries, to meet the needs of human society for information, data and communication. In an information society, the Internet is a fast, high-quality, low-cost way to deliver messages or information to people.

Named the "World Wide Web", it was introduced to the public in the 1960s on the basis of an Internet telephone system connected to a computer.

After gaining independence, Uzbekistan began to have a real exchange of information and access to the Internet. This process was done gradually. Because most people were unaware of computer technology, let alone the Internet. For this reason, a two-step task has been mastered to fully master the internet. First of all, information technology had to give the public an understanding of the process of receiving, processing, transmitting information, computer systems, and how to use them.

Second, computer systems and their use, the Internet, and the details on it were needed. It was impossible to move on to the next without performing the previous stage. To date, the previous stage has been completed in the territory of our country, and Internet training centers, Internet clubs, special computer technology courses have been organized just like in the West. Higher education institutions, secondary special vocational colleges, academic lyceums, secondary schools make extensive use of the Internet. Thus, the Internet is a global information system that allows the rapid transmission, reception, processing of data and information, performing various service functions.

The media makes extensive use of the Internet to improve its operations and position in society. News, news and information in all areas, bloody conflicts in different parts of the world, various cases of sabotage can be transmitted directly to the media via the Internet. However, the information on the internet can also be false and fake. For this reason, Internet users need to know the source of the information and data, and be sure of its authenticity and accuracy. One thing to keep in mind is that the Internet is a system that cannot be controlled within borders or territories.

Another effective way to build ideological immunity is through the Mass Media. It is known that the media raises the "subjective significance" of national identity to the socio-political and practical level, ensuring the interaction of citizens with society, the state and the government in socio-political processes.

The perception of national identity itself serves the function of ideological immunity. Because it embodies the fundamental interests of our people, our nation. Ideological immunity is a sense of preserving and multiplying the values, historical and cultural riches of the country in which one lives. Today, it is difficult to form ideological immunity in people with dry slogans such as "we have a rich history". In this regard, the media in their activities reflect the national identity of the media:

-involvement of intellectuals, people with higher social consciousness in cooperation
-formation of social opinion;
- dialogue and dialogue between citizens and society, the state;
-advertising and promotion of certain ideas, works, group activities;
- Formation of the idea of national independence and ideological immunity in young people;
-promotion of historical and cultural riches, humanistic heritage;
- Dissemination of objective information about the processes and events taking place in the world;
- It is expedient to pay special attention to the awakening of the people, the people, the desire to take an active part in the changes taking place in the country.

Thus, the national idea and national identity in the media will remain an important factor in the construction of the state and society, in particular, the formation of "ideological immunity" among young people and the building of civil society.

It should be noted that we can not imagine today's developing and growing republic without electronic media, especially the Internet. No matter what the field, a modern information system is working. Everyone, whether he is a student or an adult, has the opportunity to get something interesting and necessary for himself. It is possible to get information from the

Internet, whether it is in the political and legal spheres, or in the socio-economic sphere. It is safe to say that this will open the door to great opportunities for our youth. All this indicates that we have an active media.

It is worth noting that in this virtual space, where the possibilities are huge, there are websites designed for different ages. For example, there are special computer programs for younger fans that block out aggressive and obscene words and prevent customers from seeing them. It would be appropriate to introduce similar programs in computer clubs, especially in the capital, where the use of the Internet among students is becoming more common. The Internet system should always serve good purposes, that is, for us it should be only a source of knowledge.

At the moment, what worries the whole world is the impact of prognostic sites on the Internet on the minds of students and young people. Of course, sites like this can have a very negative impact on the minds of our young people. Therefore, it is advisable to create sites that guide students in the culture of the Internet, if possible, how to use this network and what sites to get useful information.

Just as there are many positive aspects to the Internet, there are also many negative ones. For example, instructions to make explosives, easy ways to commit suicide, such as anti-Semitism. That said, it is important to constantly monitor the use of spider webs, especially by young adolescents. Otherwise, emotional exposure to some of the information in it can lead to some negative consequences.

That is why humanity in the information space In order to defend its policy, first of all, it is necessary to cover the issue of practical infrastructure of humanity in a professional way through the media, and in this regard it is expedient to produce modern products.

- Secondly, in order to increase the sense of patriotism, a worthy representation of Uzbekistan and the formation of its positive image, the activities of the media are aimed at "rebranding" the country, which is a serious step in protecting humanitarian achievements.

-Thirdly, the strengthening of the virtual and information space, which leads to the formation of a healthy mindset of citizens and helps to further strengthen the achievements of humanity in the long run. That is, it is important to understand that social networks are not a negative phenomenon, but only a means of impartial dissemination of information by stakeholders. Therefore, it is advisable to use social networks in general professionally and in media activities.

-Fourth, the widespread use of the media as a local means of soft power in the formation of public opinion, the creation of individual and state-oriented "products" that increase the unity of citizens.

The issue of protecting humanitarian achievements in the information space is a broad topic that cannot be explained in a single conversation. However, we hope that the local media will fulfill its mission to the nation and society in a professional manner and will have a positive impact on the strengthening and development of national statehood in Uzbekistan.

The function of transmitting information from one media to another has not only made it possible to receive the same type of information product through different channels, but has also radically changed the role of the audience. As a rule, users who are patient with the content of the proposed information are divided from the general group into specific groups, ie,

"information needs" and "communication habits". The interaction of new media (interactive) allows the audience to choose the content of information at an unprecedented level, and at the same time increase the interest and activity of the audience, making it partly an editor, and even partly a creator of new content.

The essence of information warfare is that it is not an end goal, but a means to an end. Modern technology allows the spread of fiction instead of information, convincing others of false information. In doing so, the fictitious person recognizes the false object as the truth and eventually begins to act in the interests of the party who is spreading the lie. Conspiracies and slanders in everyday life are also simple manifestations of information warfare.

In conclusion, first of all, it would be expedient to open an educational and entertaining site for the youth of Uzbekistan on the Internet, which would include more sites on behavior and education among modern youth, and would be constantly updated by professional educators. Again, talking about the problems that plague students would have a positive effect on the formation of their consciousness.

Second, modern society is characterized by its complexity, unstable development, saturation of various conflicts and disputes. In this context, there is a growing interest in predictive construction for the XXI century. It is in this context that the formation of an information society that determines the path of development of world civilization is considered. The genesis of the transformation of society into a new state - information - was recognized by almost everyone. The process of forming an information society is based on information and communication technologies.

Third, in the second half of the twentieth century. the priority of information as a resource for development is emphasized. If in the earlier stages of the development of society information did not play a dominant role, now the situation is changing dramatically. Information from the "auxiliary" development factor becomes one of the most promising sources.

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