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## **STAGES OF DEVELOPMENT OF MASS MEDIA AND THEIR IMPACT ON SOCIO-POLITICAL LIFE**

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### **Abstract**

This article analyzes the formation of mass media (mass media), stages of historical development and their role in the social and political life of society. The author draws attention to the role of mass media in political socialization, formation of public opinion and participation in democratic processes, in addition to information transmission. Also, the transformation of the mass media system under the influence of digital technologies and its role in the new communication environment are highlighted.

**Keywords:** Mass media, political communication, information society, digital media, political socialization, public opinion, democratic processes.

### **Introduction**

In today's era of globalization and digital transformation, the media are playing a decisive role in the political, social and cultural life of society. The media not only transmit information, but also act as a means of shaping political consciousness, directing public opinion and increasing social activity. From the point of view of political science, the media are an integral element of democratic institutions, ensuring the participation of citizens in the process of political decision-making.

Access to information has always been one of the important factors in the development of society. During the historical evolution of communication, the mass media (media) have created opportunities for the rapid, mass and reliable transmission of information in human life. In particular, as a result of the development of digital technologies, information has become a powerful factor that spreads globally and directly affects political processes. At the same time, the information space has become not only useful, but also a source of threat.



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The term “information” comes from the Arabic word “akhbar” – that is, “news” – and has the plural meaning. It has the meaning of “information about work, events”. Information was transmitted in ancient times through gestures, oral speech, written letters, ambassadors or birds. Therefore, the history of information exchange is long, but the dissemination of information in a mass form is a relatively new phenomenon. The first newspapers and magazines appeared only 3-4 centuries ago. The words “gazette” (Italian gazetta) and “daily letter” (Persian daily letter) are used in the same sense, but their etymology is different.

In the process of historical development, the media have become an integral part of social life. They perform the functions of not only disseminating information, but also forming public opinion, political socialization and control. In this regard, the media have emerged as an important element of the political system - the “fourth estate”.

The Russian philosopher V.D. Popov defines information as “a socio-philosophical phenomenon that reflects the facts existing in society and consciousness in various forms.” Uzbek scientists Sh. Mamadaliev and R. Ernazarov interpret information as “a set of information prepared for consumption, revealing the essence of processes and events.”

Any society determines its development path based on national interests. Openness, freedom of speech and the press play an important role in this process. The media is the main tool for forming the political worldview of citizens, involving them in social life, and strengthening democratic values.

Society is a complex of social relations between people. It operates through social institutions and ensures cultural continuity. As Professor Q. Nazarov noted, each society, as it achieves its goals, must form a new system of ideas, otherwise an ideological crisis will occur. That is why a healthy information environment, diversity of opinions, and a free flow of information are important in society. The media has been a major force shaping political consciousness and social activism at all stages of human development. In today's digital era, its influence has expanded even further, becoming a matter directly related to information security, spiritual stability, and national interests.



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The dream of every person to live a peaceful and prosperous life and raise their children to maturity is one of the highest goals of humanity. In order to achieve such a life, along with honest work, the formation of a healthy mindset, a spiritual environment, and social consciousness are of great importance.

Thinking is a person's attitude to the environment, a form of understanding reality, provides an analysis of processes in social life and a conscious approach to them. In the philosophical dictionary, it is defined as "a rational stage of cognition that reflects the internal, necessary connections between phenomena" [Philosophy: Dictionary, 2004].

Social thinking is a person's thinking about social reality, the process of understanding relationships and processes in society. Therefore, the logical thinking of citizens, expanding the scope of socio-political thinking is considered one of the important directions of state policy [Saidzoda Sh.].

As President Sh. Mirziyoyev noted, ensuring freedom of speech and the press, supporting the activities of journalists and bloggers are an integral part of democratic reforms [Murozhaatona, 2020]. The mass media are strengthening openness, transparency and social activism in the development of New Uzbekistan [Mirziyoyev Sh.M., 2019].

The mass media play an important role in the development of political thought by covering the reforms being implemented in the country, drawing attention to social problems, and strengthening public control over the activities of state bodies [Mirziyoyev Sh.M., 2020].

According to the Law "On Mass Media" (2007), the mass media is a set of legally registered publications and programs that provide information to the public in printed or electronic form. In recent years, their number has increased significantly in Uzbekistan, and in 2022, 2,140 mass media outlets operated, of which 65 percent were non-state networks [Otakhonov F., 2022]. The number of online publications has reached 745, and the Uzbek media space is entering the international information arena.

Freedom of expression is enshrined in Article 19 of the UN Universal Declaration of Human Rights, which states that everyone has the right to freedom of expression and to seek, receive and impart information [UN Declaration, 1948]. The same right



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is guaranteed in Article 29 of the Constitution of Uzbekistan: “Everyone has the right to freedom of thought, expression and belief.” In conclusion, media and freedom of expression are important factors that shape political thinking, increase civic engagement, and strengthen national ideas and values. Freedom of the press, transparency, and openness are recognized as one of the most important pillars leading society towards renewal.

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