

## MASS MEDION TOOLS AND ITS CHARACTERISTICS, DEVELOPS

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**Abstract:** Mass media is any type of media that can be distributed to the masses. Because it's consumed by the masses and not just the elites, some may argue that it's a form of low culture.

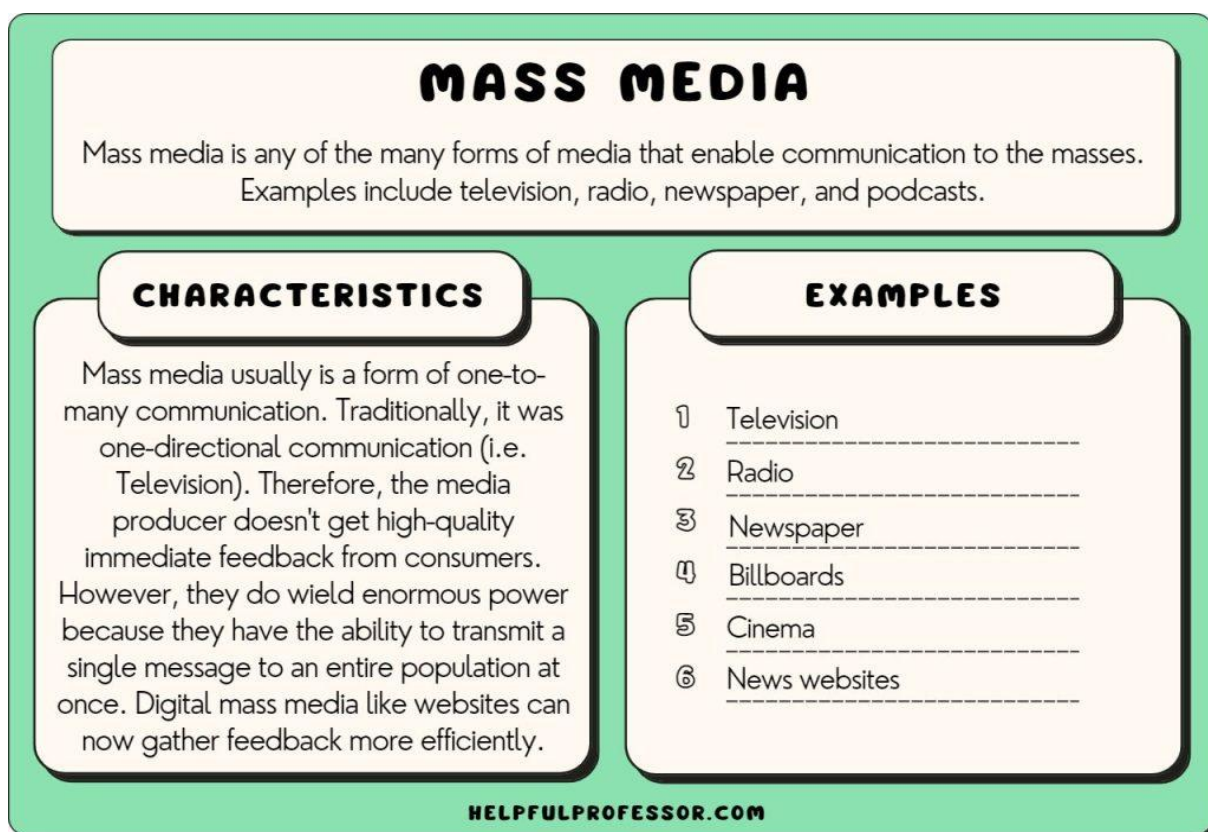
**Keywords:** Mass Media Examples, newspapers, television, magazines, websites, book, radio.

The sequencing of content in a broadcast is called a schedule. With all technological endeavours a number of technical terms and slang have developed.[1] Radio and television programs are distributed over frequency bands which are highly regulated in the United States. Such regulation includes determination of the width of the bands, range, licensing, types of receivers and transmitters used, and acceptable content. Cable television programs are often broadcast simultaneously with radio and television programs, but have a more limited audience. By coding signals and requiring a cable converter box at individual recipients' locations, cable also enables subscription-based channels and pay-per-view services. A broadcasting organisation may broadcast several programs simultaneously, through several channels (frequencies), for example BBC One and Two. On the other hand, two or more organisations may share a channel and each use it during a fixed part of the day, such as the Cartoon

Network/Adult Swim. Digital radio and digital television may also transmit multiplexed programming, with several channels compressed into one ensemble.

When broadcasting is done via the Internet the term webcasting is often used. In 2004, a new phenomenon occurred when a number of technologies combined to produce podcasting. Podcasting is an asynchronous broadcast/narrowcast medium. Adam Curry and his associates, the Podshow, are principal proponents of podcasting. [2]

New forms of mass media have emerged in recent decades. The internet, social media, and blogging have enabled individuals (rather than just media elites) to communicate to the masses.



### Mass Media Examples

#### 1. Newspapers

In 15th Century Europe, the printing press emerged as a force for the growth of the newspaper industry. According to scholar Benedict Anderson, the newspaper was the first mass media that was powerful enough to create a shared culture –

called an ‘imagined community’ – across an entire population. For the first time, people were able to access the exact same information, daily or weekly, and develop a sense of connection to people they’ve never met (and live a long way away from).

## 2. Radio

Radio was invented in the late 1800s by a group of scientists who were exploring the new field of electricity.[3] At first, radio was used primarily for military and nautical communications, such as sending Morse code messages. However, it wasn’t long before people began to realize that radio could be used for entertainment as well. But by the 1920s, radio was a fixture in most homes, providing people with news, music, and even comedy shows.

Radio changed the world by giving people instant access to audio information and entertainment for the first time. It also brought people together, creating a shared experience that transcended time and place. Radio’s primary limitation, at the time, was lack of visual communication. Before long, television came along to resolve this problem.

## 3. Television

Television became the dominant form of mass media in the second half of the 20th Century. This enabled the media elites and government to spread their standardized messages to the masses with ease. The 6pm news slot became the most powerful medium for spreading ideological messages to the masses. With the emergence of Fox News in the 1990s, television was further weaponized, wherein a dominant channel started exhibiting an explicit populist ideological position in its programming.

But television has its setbacks. Shows can’t receive instant feedback from their intended audience, it is highly controlled by gatekeepers, and it can’t be personalized for individual viewers.

## 4. Magazines

The magazine, like the newspaper, is an example of print media that can be distributed to a very wide audience. Magazines are distributed via stores such as gas stations, stationery stores, and department stores. Magazines differ from newspapers in that they are typically focused on a single topic, such as business, fashion, or sports. This allows them to go into more depth than a newspaper article. Magazines also tend to be more visual than newspapers, with more colored pictures and graphics.

## 5. Websites

With the rise of the internet, a lot of the old print media was transformed into digital media. All major newspapers, for example, now publish their information both via print and online formats. But the greater revolution of websites was that, for the first time, everyday people could create their own platform for distributing information to the masses. Another great revolution that websites provided was the ability for readers to provide comments at the end of articles. Through the comments, there emerged the ability for mass media platforms to communicate back-and-forth with their audience immediately. This gave producers instant feedback on their work.

## 6. Books

Books are considered mass media because, once written, the book can be produced en masse and distributed around the world. For example, Benjamin Spock's 1946 book, *The Common Sense Book of Baby and Child Care*, has sold over 50 million copies worldwide. Types of books include novels, biographies, textbooks, and encyclopedias (there are many more than this!). [5] Each format provides different types of information, including fictional stories, non-fiction stories, educational content, and archival data.

To sum up, Mass media is any type of media that can be distributed to the masses. Because it's consumed by the masses and not just the elites, some may argue that it's a form of low culture.

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