

**MULTIMEDIA STUDIES HELP US UNDERSTAND THE BENEFITS
THE BENIFITS AND DRAWBACKS OF MASS MEDIA**

Ahmedov Azimjon Ilhomovich

the teacher of Andijan State

Institute of Foreign Languages

Temirova Sevara, Maqsudaliyeva Nigina,

Karimova Madina

the student of Andijan State Institute of Foreign Languages,

311-group – English language and literature

Abstract: The mass media are diversified media technologies which are intended to reach large audience by mass communication but technology varies based on the communication. Electronically information can be transmitted through broadcast media such as, film, television, radio and recorded music.

Keywords: playing key role, satellite channels, key theorists, technology varies based on the communication.

The mass media are seen today as playing a key role in enhancing globalization, facilitating culture exchange and multiple flows of information and image between countries through international news broadcasts, television programming, new technologies, film and music. If before the 1990's mainstream media systems in most countries of the world were relatively national in scope, since then most communication media have become increasingly global, extending their reach beyond the nation-state to conquer audiences worldwide. International flows of information have been largely assisted by the development of global capitalism, new technologies and the increasing commercialisation of global

television, which has occurred as a consequence of the deregulation policies adopted by various countries in Europe and the US in order to permit the proliferation of cable and satellite channels.

Globalization theorists have discussed how the cultural dimension of globalization has exercised a profound impact on the whole globalization process. The rapid expansion of global communications in the 21st century can be traced back to the mechanical advancements of technologies during the course of the 18th and 19th centuries, which started mainly with the invention of the telegraph in 1837, and included the growth in postal services, cross-border telephone and radio communications and the creation of a modern mass circulation press in Europe.

It was however the evolution of technologies capable of transmitting messages via electromagnetic waves that marked a turning point in advancing the globalization of communications. The emergence of international news agencies in the 19th century, such as Reuters, paved the way for the beginnings of a global system of codification. Nonetheless, it was not until the 1960's, with the launch of the first geo-stationary communication satellites, that communication by electromagnetic transmission became fully global, thus making the globalization of communications a distinctive phenomena of the 20th century (Thompson, 1995, 159).

Key theories in international communications grew out of international relation studies. The “modernization” or “development” theory in the area of communication research emerged in the Cold War context and were largely preoccupied with the ways in which the media could help transform traditional societies to include them into the capitalism orbit.

Among the key theorists in this tradition was Wilbur Schramm with his sponsored UNESCO work, Mass Media and national development – the role of information in the developing countries. The idea was that international communication media could be used as a tool to transfer the political-economic model of the West to the

growing independent societies of the South. Schramm's views was that the mass media could be used by elites to raise the ambitions of the populations in developing countries who would cease to be narrow-minded and conformist and would be active in their own self-development. The dependency theories the 1960's and 1970's were perceived as an alternative approach grounded in neo-Marxism, and which adopted a theoretical framework that saw capitalism and inequality as a key perspective in understanding the impact of power relations on global communications.¹ According to the argument, transnational corporations based in the North engaged in a web of interdependency with the economies of the South, setting the terms of global trade, dominating markets, production and labour. Dependency theorists and Latin American scholars argued that these economic relations worked within an exploitative dependency model that promoted American capitalist mentality in developing countries (Mattelart, 1979).² Development was thus shaped in a way that benefitted largely the developed nations, maintaining the peripheral countries in a continuous position of dependence. Latin American scholars stressed that it was Western media companies that were reaping the rewards of the modernization programmes, and that they were actually reaching out to the South in order to conquer new markets for their products.

These four agencies nonetheless remain key players who dominate the global dissemination of news and information, with many newspapers and other media organisations across the world depending on them for international news. They are seen as central to the globalisation thesis and are closely tied to the modernization of the West and the expansion of communication media since their emergence in the mid-19th century. The limited number of agencies and producers of sources for

¹ Kroeker, B. (2000). Changing Roles in Information Dissemination and Education in G. D. Garson Social Dimensions of Information Technology: Issues for the New Millennium. (pp.141-159) Hershey, PA: IDEA Group.

² Mutunga, K. (2007). "Mexican Soaps glue Kenyans to screens". The Daily Nation. February 17 2007.

international news, so academics claim, has also contributed towards the homogenization of global culture and of international television news content by privileging Western interests in politics, economics and culture. They have also helped shape the relationship between internationalization and local forces, bringing the global to the local and vice-versa through their news gathering activities as well as constructing international agendas that influence national governments. As authors note, the unevenness of flows thus reflects the historical legacy of these institutions and is still detected today in international communications, in spite of the existence of multiple and reverse flows from the Third to the First World.

The mass media are diversified media technologies which are intended to reach large audience by mass communication but technology varies based on the communication. Electronically information can be transmitted through broadcast media such as, film, television, radio and recorded music. Newspaper, book, pamphlet or comics are physical objects and they come under print media. Under mass media public speaking and event organizing will also come. Internet and mobile mass communication comes under digital media. Internet media provides services of mass media, like email, websites, blogs, and internet based radio and television. Mass media targets very large market like entire population of a country. Review articles are the summary of current state of understanding on a particular research topic. They analyze or discuss research previously published by scientist and academicians rather than reporting novel research results. Review article comes in the form of systematic reviews and literature reviews and are a form of secondary literature. Systematic reviews determine an objective list of criteria, and find all previously published original research papers that meet the criteria. They then compare the results presented in these papers. Literature reviews, by contrast, provide a summary of what the authors believe are the best and most relevant prior publications. The concept of "review article" is separate

from the concept of peer-reviewed literature. It is possible for a review to be peer-reviewed, and it is possible for a review to be non-peer-reviewed.

REFERENCE:

1. Das, V. 1995. "The Effects of Television Viewing". Television: Critical Concepts in Media and Cultural Studies. III: 147-167. London: Routledge.
- Fortner, R.S (1993), International Communication. California: Woodsworth Publishing Company.
2. Genner, S. and Süss, D. (2019) *Socialization as Media Effect*. Available from:
https://www.researchgate.net/publication/314395153_Socialization_as_Media_Effect [accessed May 31 2019].
3. Kroeker, B. (2000). Changing Roles in Information Dissemination and Education in G. D.Garson *Social Dimensions of Information Technology: Issues for the New Millennium*. (pp.141-159) Hershey, PA: IDEA Group.
4. Liebes, T. and Katz, E. (1993). The Export of Meaning: Cross Cultural Readings of Dallas. Cambridge: Polity.
- Lyon, D. (1988). The Information Society: Issues and Illusions. Cambridge: Polity Press.
5. Mehraj, H. K., Bhat, A. N., and Mehraj, H. R., 2014. *Impacts of media on society: A sociological perspective*. Inter J Humanit Soc Sci Invent, 3(6), 56-64
6. Mutunga, K. (2007). "Mexican Soaps glue Kenyans to screens". The Daily Nation. February 17 2007.