

COMPUTER-MEDIATED COMMUNICATION

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Abstract: This article is about using public information on a computer. Media can be leveraged for propaganda, which exploits cognitive errors that people are prone to make. By using the techniques of agenda-setting, priming, and framing, the producers of media can manipulate voters to act against their own best interests.

Keywords: fast-moving target, social applications, **Key Takeaways,** mass communication research.

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Аннотация: В данной статье речь идет об использовании общедоступной информации на компьютере. СМИ можно использовать для пропаганды, которая использует когнитивные ошибки, которые люди склонны совершать. Используя методы определения повестки дня, подготовки и фреймирования,

производители средств массовой информации могут манипулировать избирателями, чтобы те действовали вопреки их собственным интересам.

Ключевые слова: быстро меняющаяся цель, социальные приложения, ключевые выводы, исследования в области массовых коммуникаций.

The study of mass media is a fast-moving target. People have studied computer-mediated communication since the technology first became available in the 1970s. Early studies focused on teleconferencing, and how interactions between large groups of strangers differ from interactions with known partners. Other studies were concerned with whether communication methods lacking nonverbal cues could influence the meaning and quality of social interactions. Today, people have access to both text-based and visual information, so those studies are no longer useful.



The immense growth in social applications since the start of Web 2.0 (also known as Participatory or Social Web) has made huge changes. Information is now distributed in many directions and methods, and audiences can vary from one person to many thousands. In addition, everyone with an internet connection can be a content creator and media source.

Mass media refers to the technologies used as channels for a small group of people to communicate with a larger number of people. The concept was first

addressed during the Progressive Era of the 1920s, as a response to new opportunities for elites to reach large audiences via the mass media of the time: newspapers, radio, and film. Indeed, the three forms of traditional mass media today are still the same: print (newspapers, books, magazines), broadcast (television, radio), and cinema (movies and documentaries).¹

But in the 1920s, mass media referred not just to the number of people such communication reached, but rather to the uniform consumption and anonymity of the audiences.² Uniformity and anonymity are characteristics which no longer fit the way people seek out, consume, and manipulate information into their daily lives. Those new media are called "alternative media" or "mass self-communication."

Key Takeaways: Mass Media

1. Mass media as an idea was created in the 1920s.
2. There are three major forms of traditional mass media: print, broadcast, and cinema. New forms are being created constantly.
3. The internet has changed the nature of mass media by creating consumers who control and even create media of their own, and producers who can more easily track consumer responses.
4. Being a smart consumer of media means exposing yourself to a variety of points of view, so that you can become more adept at recognizing subtle and not subtle forms of propaganda and bias.

Mass media are the transport forms of mass communication, which can be defined as the dissemination of messages widely, rapidly, and continuously to large and diverse audiences in an attempt to influence them in some way.

¹ 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.

² 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

Five distinct stages of mass communication exist, according to American communication scholars Melvin DeFleur and Everett Dennis³:

1. Professional communicators create various types of "messages" for presentation to individuals.
2. The messages are disseminated in a "quick and continuous" manner through some form of mechanical media.
3. The messages are received by a vast and diverse audience.
4. The audience interprets these messages and gives them meaning.
5. The audience is influenced or changed in some manner.

There are six widely acknowledged intended effects for mass media. The two best known are commercial advertising and political campaigns. Public service announcements have been developed to influence people on health issues such as smoking cessation or HIV testing. Mass media has been used (by the Nazi party in Germany in the 1920s, for example) to indoctrinate people in terms of government ideology. And mass media use sporting events such as the World Series, the World Cup Soccer, Wimbledon, and the Super Bowl, to act as a ritual event that users participate in.

To sum up, one focus of mass communication research has been on the role that media plays in the democratic process. On the one hand, media provides a way for predominantly rational voters to obtain information about their political choices. That likely introduces some systematic biases, in that not every voter is interested in social media, and politicians may choose to work on the wrong issues and perhaps pander to an active set of users who may not be in their constituencies. But by and large, the fact that voters can learn about candidates independently is predominantly positive.

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