

THE INFLUENCE OF MASS MEDIA ON YOUNG GENERATION

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Abstract: This article is public in today's developing era the role and importance of the mass media in forming the spirituality and political thinking of young people, as well as the effective reforms implemented in this regard at the level of the world and our republic will be discussed. Today's rapidly developing era of mass media and its importance for the youth will be revealed.

Key words: mass media, media space, information, mass culture, Internet, information and communication technologies, youth rights, information code.

It is known to all of us that our country's competitiveness in the rapidly developing international arena, full of changes every hour and minute, is equally entering the world competitive market in education, medicine, economy and other fields. As Uzbekistan entered a new era of development, our country started the next stage of national development. Young people are the priceless wealth of our nation and state. All conditions are created for them, the door of opportunities is wide open. The decree of the head of our state on July 5, 2017 "On improving the effectiveness of the state policy on youth and supporting the activities of the Youth Union of Uzbekistan" brought the work in this regard to a new stage. The large-scale reforms that are being implemented are primarily aimed at forming a healthy world outlook of Uzbekistan's youth. On the way to this goal, it is necessary for the state and society to create ample opportunities and provide all-round support for each young person to set great goals for themselves and achieve them. This

expresses the urgency of the issue by demanding to be more responsible and not indifferent to the upbringing of the young generation.[2]

Mass media is one of the important conditions for democratization of society, ensuring political freedom of young people. In our republic, newspapers, magazines, newsletters, bulletins, news agencies, television (cable, air-cable television) and radio broadcasts, documentary film, electronic information system, as well as state-owned, independent and other public periodicals with a permanent name are public. are media.[5] Mass media has a great role and importance in implementing democratic reforms and forming a new worldview in the minds of young people. In Uzbekistan, mass media is the only tool that regulates and connects social relations between political authorities and citizens, and ensures transparency between them. Chapter XV, Articles 81-82 of the Constitution of the Republic of Uzbekistan are devoted to "Mass media". According to him, mass media are free and work according to the law. The state guarantees the freedom of media activity, their rights to seek, receive, use and disseminate information. Mass media are responsible for the reliability of the information they provide. (Article 81). Censorship is not allowed. Obstructing or interfering with the activities of mass media is a cause of responsibility according to the law. (Article 82). [1]

Article 5 of the Law of the Republic of Uzbekistan "On Mass Media" (new version) is entitled "Freedom of Mass Media", and its second clause is as follows: "Anyone, unless otherwise provided by law if he is not arrested, he has the right to appear in the mass media, to publicly express his opinion and belief". [5]

From this point of view, it is not for nothing that he is given attention at the level of the "fourth authority". Currently, the mass media are performing a number of tasks not only as a means of informing the society, but also as a means of controlling the state's activities from the point of view of the interests of the society

To improve the effectiveness of information delivery aimed at improving the image of our country in the world community, to regularly publish articles in the international mass media and in the international media space, to promote the country's achievements to the general public, to regularly hold briefings, roundtables, conferences, in the international arena According to the "Development Strategy of New Uzbekistan", tasks such as periodic publication of detailed author's materials about Uzbekistan with foreign mass media promoting a positive image of Uzbekistan are set to be implemented in 2022-2026. [6]

The minds and hearts of young people are mainly targeted in the information wars conducted with the help of information. The blows given to the minds of young people lead them astray and encourage them to act against their interests. Unfortunately, there are not a few sources in the mass media, especially on the Internet, which have a very negative effect on the spiritual development of society, the ideological education of young people, especially the young people who have not yet formed their minds.

A certain part of the materials of the online system is mainly biased, questionable in appearance, and encourages immorality, aggression and violence. The absence of specific legal and regulatory documents that can influence the information in computer systems, and the Internet pages openly promote the ideas of nationalism, racism and fascism, as well as pictures showing obscenity and violence. , making it possible for instructions on the preparation of narcotics and explosives to be freely posted. Such attempts displayed on the Internet require all of us to be sensitive and aware on a regular basis.

Uzbekistan offered to develop a generalized international legal document - the UN International Convention on the Rights of Youth - aimed at the formation and implementation of youth policy in today's conditions of rapid development of globalization and information and communication technologies" September 23, 2020 In his historic speech at the 75th session of the United Nations General

Assembly, the President of the Republic of Uzbekistan Shavkat Mirziyoyev supported the initiative of Uzbekistan on the adoption of the United Nations Convention on the Rights of Youth by the member states of the Organization called for support [3]

The initiative to adopt the United Nations Convention on the Rights of Youth is significant as it is the first proposal to adopt an international legal document that expresses important issues of youth rights at the world level. This, in turn, is a sign of our country's attention to youth.

In short, the United Nations on Youth Rights the adoption of the organization's convention is important as it serves to ensure the rights and legal interests of the youth of the world and to carry out international cooperation in specific areas and directions in youth policy issues. Worldwide on the comprehensive development of the thinking of more than two billion young people number of works on the issue of youth in most countries and international organizations is being implemented. "The UN develops the "Youth in Politics Index" to monitor the opening of political space in the countries of the world. This process is the demand of the representatives of the younger generation."

If we turn to the statistics of developed countries, according to the British organization for the protection of children, the number of "likes" gives constant pressure and anxiety to young people. 11-12-year-old schoolchildren should be taught digital technology literacy. "They teach children how to use it, but the emotional impact is left out," says Annie Longfield from Child Protection England. Sometimes the fate of children whose emotions have not yet fully formed can end in suicide. Although it has not been scientifically proven that the death of teenagers is caused by the pressure of social networks, the indicators rose sharply in 2010-2015. Another observation of researchers is that those who are connected to social networks suffer from severe insomnia.[9]

We are also well aware that tightening laws, banning speech on various topics, blocking social media and controlling opinions cannot achieve positive results. All this will have a negative effect and make the situation even more complicated. In my opinion, the more votes there is, the more choice there is, and the greater the possibility of verifying the reliability of any information. We also need to build immunity in our people against outside controls. It is not easy to compete in the information market either, the truth is losing out to sensational headlines. But most of our mass media understand that the reader's trust and dignity is the most important investment.[4]

Today, the number of social network users among young people is increasing year by year. According to statistics, at the same time in the republic social the number of network users is 46 million, and the majority of network users are young people and minors. 18.9 million of the country's population. or 54 percent are young people and children under 30 years of age. In 2017-2020, more than 50 laws and by-laws, more than 30 international legal documents were ratified in order to strengthen the legal foundations of the state policy on youth in the Republic. [8]

Although the number of domains registered in the "UZ" domain on the Internet currently exceeds 98 thousand, the average monthly number of visitors to national resources is more than 60 million. This, in turn, requires further enrichment of national content resources. For this reason, it spreads obscenity, causes religious intolerance, various entertainment online games, totalizers, rejects family norms, which can cause great damage to the minds of students, students, and especially disorganized youth. , it is the most important duty of every citizen to be able to oppose content and sites that spread harmful and immoral ideas among citizens.[7]

This is from such vices, all kinds of threats, from the influence of foreign ideas in order to protect our youth, the upper chamber of the Oliy Majlis, i.e. the

Senate, at the 23rd plenary session held on February 4, 2022, launched national content for young people and minors on the Internet, their use of social networks and their decided to send a parliamentary request to the Cabinet of Ministers on protection from harmful, useless information. [7]

To sum up, to realize the noble dreams of our country and our youth, to prevent them from entering into various bad ways, to raise their political and legal thinking, and to prevent them from entering into

various bad ways It is literally the task of the mass media to boldly highlight various obstacles, negative vices such as bureaucracy, indifference, greed, and corruption, and form uncompromising public opinion against them. One of the most urgent issues is the research and analysis of the external ideological influence of mass media, which is carried out for malicious purposes as a negative threat to the political culture of young people. In fact, these efforts of the mass media to ensure transparency in the society, in its modern management system, and to improve public relations, will undoubtedly show their results in the management system of the society.

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