

THE IMPACT OF MASS MEDIA ON GROWING SOCIETY

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Abstract: The mass media can help to spread the spirit of self-reliance and national development among the people which is helpful for nation building. It is also encourage to fight against some oppressive social practice like untouchability, child marriage, caste restriction etc. mass media can play an important role in the process of create public opinion and provide towards the people to raise their voice against corruption and monopoly rule by the ruling party. Now-a-days various changes are coming in our society due to the increasing rate of media. Some of them are positive and some are negative. Rapid political, social, cultural, and economic changes have been occurring in our society due to the active role of mass media. So, mass media is regarded as the fourth estate of democracy. There is no denying the fact that mass media has become an essential part of our personal and public life. In present days media established many new milestone in different aspects including in society.

Keywords: mass media, social change and growth, media audiences, Functions of Mass Media, Other functions

In the present time of media globalization, media is a backbone of social growth, where everything works due to information, it is the media that brings all types of changes and make according to public opinion. It creates awareness deep in public. When social Capitals exercise their power and privileges and do

constructive work, the media is always behind. The role of the media is even more important in highlighting the bad connection between the mafia and criminal organizations. The media also continues to send information to a society aware of rights and privileges. Because of these media roles, it is very important and was called the fourth pillar of democracy. In a country like India, where poverty and illiteracy are high, society is not at all balanced, media of different types plays a very vital role especially in the field of journalism, which catalyses people to act, react and interact in the journalistic platform for better understanding and allows opportunities to educate, inform and rehabilitate people's minds. This allows even illiterate people to explore the world of knowledge and knowledge. Therefore, media undoubtedly acts as an catalyst for social change and growth.

Concept of Social Change and Mass Media¹

The term "Social Change" is used to indicate the changes that take place in human interactions and interrelations. Any change that alters basically the established form of social relationships, thus transforming in some measure, the social structure, is social change. It includes alterations in the structure and functions of the society.

"Change in social structure is social change." MacIver and Page "Social Change may be defined as modification in ways of doing and thinking of the people."- Johnson "Social change is a term to describe variations in or modifications of any aspect of social processes, social patterns, social interaction or social organizations."- Jones Media is one of the most useful hearts of human life. In modern society, people are influenced by mass media.

We are living in a fast- changing environment. Media is the most powerful tool of communication. Nothing is possible without media. Media brings to millions of homes not only entertainment and news but also cultural and educational

¹ Joshi, P.C.: Communication and Nation Building, Publication Division GOI, Delhi, 1986.

programs. The mass media is an important social institution which caters social and economic needs of wider social groups and it has been playing vital role in developing countries like India. Especially in the post globalization era, media has to educate people for changing their traditional attitude to suite the modern progressive needs. Mass media is a term used for dissemination of information, ideas and entertainment by uses of technological media such as radio and television, cinema, press and advertising. They continue to coexist with important traditional media such as folk song and dance, drama, puppetry, etc.

These all are referred to as mass media, because it communicates to a mass audience comprised of very large numbers of people. Mass media has bring a process of digital revolution, in which a society prior to its traditional form of communication mode, changes rapidly in various forms and modes like socio-cultural, psychological, economic, political, etc.

It is an agent of social change. Mass media has been introduced in India through the process of westernization. Mass media is a device that can spread the requisite knowledge and attitudes quickly and widely. A society is influenced much more by type of media than by content or messages which are conveyed by it. He further says that the electronic media tends to create a global village in which people throughout the world see major events unfold and hence participate in them together. We have been witnessing a process of convergence in production, distribution, consumption, etc. of information.

Newspapers can be read online, mobile phones use is exploding, and digital television with satellite broadcasting services allow an unprecedented diversity of choice for viewing audiences. With expansion of technologies such as voice recognition, broadband transmission, web casting and cable links, the internet threatens to erase distinction with traditional media and to become primary conduct for delivery of information, entertainment, advertising and commerce to media audiences.

Recent changes in the Mass Media

1. Development of interactive or social media
2. Digitalization of data
3. Satellite communications
4. Online services, chat rooms, software libraries, electronic bulletin boards, etc.
5. Constant improvement in capabilities of computers with declining costs
6. Use of fiber optics

Functions of Mass Media

1 Information: The media provides us with a continuous flow of information about our society and the world, from webcams and radio reports alerting us to traffic jams, to rolling weather reports, the stock market and new stories about issues that might affect us personally.

2 Correlation: The media explains and helps us to understand the meaning of the information it gives us. In this way the media provides support for established social norms and has an important role in the socialization of children, providing a shared framework for the interpretation of events.

3 Continuity: The media has a certain function in expressing the dominant culture, recognizing new social developments and forging common values. It acts as the mirror and watchdog of society.

4 Entertainment: The media provides amusement, a diversion from the rigors of work and acts to reduce social tensions. This is essentially the function of a release valve for society, allowing people to set aside their problems and conflicts, at least temporarily.

5 Mobilization: The media can be used to encourage people to contribute to economic development, to support and uphold moral rules and to mobilize the population in times of war. This can be through very direct public campaigns, but also in much more subtle ways, such as the moral tales within soap operas or movies, for example.

Other functions:

□ Newspapers and periodicals have played a tremendous role in bringing about change in the social outlook of masses. In rural India, radio and T.V. are still the most important source for public opinion and knowledge building because most of rural sections are still illiterate.

□ Films are other effective audio-visual medium of entertainment and dissemination of ideas. It also has promoted change in dressing pattern, hairstyle, spoken language, mannerism and social norms. Programmes targeting youth and women empowerment have also been promoting social change.

□ Cinema has tackled current social problems like untouchability, drug addiction, AIDS, tribal identity, etc. In order to educate the masses the film division has produced documentaries dealing with health, hygiene, farming, environment, illiteracy and other subjects and screened it throughout the country. It has made people aware about their rights and duties through programmes like Atulya Bharat, Satyameva Jayte, Polio Eradication campaigns, etc.

□ It has also broadened the area of education by linking it with World Wide Web. EDUSAT satellite is the modern form of coverage. Student through smart classrooms can communicate with the world.² Medical facilities have become standard through telecommunications. □ E-commerce and E-shopping are the new faces of economy. Money is now stored and travelled in electronic form. Online shops like Flipkart, Amazon, etc. have transformed a person into a buyer and a seller both.

□ It has transformed the kids into smart tech bros where they can connect with world history, animal world and planets, scientific discoveries, etc.

Dysfunctions The Frankfurt School saw modern mass media as part of the culture

² Srinivas Melkote and V. Chandrasekhar "Communication gap in Development" Rawat Publications, New Delhi, 1992, p-143

industry which threatened to stifle creativity and reduces the quality of cultural products. Especially with the effect of consumer culture industry, the local languages and their indigenous part is getting ruined. For e.g. The vulgarization of Bhojpuri through popular songs.

□ Because of monopoly of big corporate agencies and MNCs, which are holding the news channels, the quality and authenticity of the news is getting affected. For e.g. the heavy cost of sacrificing social issues for the sake of paid news.

□ T.V. channels for the sake of T.R.P. (television rating point) are producing fake and sometimes superstitious believes which creates sensation in the mindset. For e.g. one hour episodes on daily horoscopes, chamatkari baba, ghost, gods and goddesses, etc.³

Now-a-days mass media is an essential part of our personal and public life. These is the helpful tool for social interactions among the masses of society. It is so much important for society, because it can make public awareness and public opinion against the corruption and monopoly role by the ruling party. Social change has been occurring in different aspects of our society due to increasing rate mass media. But sometime it has misleading the people, which is very harmful for whole society.

In this regard public awareness is very much important. So we can conclude that if the mass media can lead the people in right way then positive social changes will definitely occurs in our society. Relations are getting more commercial, cyber, fake, practical, etc. because of this effect of mass media. For e.g. serials like Emotional Atayachar, How to steal your girlfriend, Splits villa, etc. create condition of cheating and deception with partners. Mass media is a double edged weapon. It has pros and cons. It depends on the rational outlook of masses how to use it for the betterment of society.

³ <https://triumphias.com/blog/mass-media-and-social-change/>

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