

THE ROLE OF MASS MEDIA IN YOUTH EDUCATION

Rakhimova Iroda Ravshanovna

Lecturer at Samarkand State

Architectural and Civil Engineering Institute

named after Mirzo Ulugbek Department of Foreign Languages

rahimovsanjar59@gmail.com

Abstract: Mass media operate independently and freely. Mass media have mutual social and pedagogical potential. In our country, the cooperation of publishing houses, radio, television and press organizations with higher educational institutions in the field of ideological education is of particular importance. Mass media are striving to expand educational opportunities in cooperation with higher education systems.

Keywords: media, legal, official, youth, education, immunity.

Chapter XV of the Constitution of the Republic of Uzbekistan deals with the important issue of “Mass media”. This chapter sets out the following basic principles: Mass media operate independently and freely. The state ensures the freedom of these means and guarantees their rights to seek, receive and disseminate information. They are responsible for the quality and reliability of the information they provide. Obstructing or interfering with the activities of mass media is a cause of legal liability.

These legal bases are important for the free operation of mass media in the Republic of Uzbekistan and for ensuring the reliability of information. Mass media have mutual social and pedagogical potential, and there is a need to use them effectively for educational and spiritual purposes. Compared to previous generations, the young generation has broad and deep ideological and political information, and their opinions and views can change quickly.

I.A. In February 2001, at a meeting dedicated to youth problems, Karimov stated that today's youth are not the youth they used to be. However, in some cases, the level of knowledge of young people may be related to ideological gaps, which requires pedagogical approaches.

In our country, the cooperation of publishing houses, radio, television and press organizations with higher educational institutions in the field of ideological education is of particular importance. Mass media are striving to expand educational opportunities in cooperation with higher education systems. I.A. Karimov's work "The Idea of National Independence: Basic Concepts and Principles" emphasizes the role of the mass media in forming public opinion, as well as the importance of instilling the ideology of national independence in the minds of the young generation.

If students do not develop a political culture, it can create a political vacuum. In such a situation, there is a danger of the spread of foreign ideas such as "popular culture" and "crowd culture". Therefore, it is important to fight against "mass culture" in the minds of young people, to develop the culture of communication and to increase the sense of responsibility for the motherland. As a result, we can protect our youth from the layer of "departed youth".

In this regard, in countries where the layer of "disaffected youth" has formed, we need to protect our youth from the negative effects of "mass culture" and "crowd culture". The Central Asian media conference held by the Organization for Security and Cooperation in Europe (OSCE) on September 9, 2021 is of great importance, in which practices in the formation of media freedom and freedom of speech in the region were analyzed.

Today, the mass media play an important role in shaping public opinion. They also allow for quick delivery of data and information. The ongoing work on ensuring the freedom of mass media and the development of freedom of speech is an integral part of democratic changes in the region.

In order to expand the possibilities of obtaining information for the general public, it is necessary to increase the trust of the readers of mass media. The high reputation of the mass media ensures diversity and reliability of information, which is an important factor in the development of public opinion.

The number of young people using social networks is increasing every year, and this process allows them to actively participate in the global information space. Today, the number of social network users in Uzbekistan exceeds 46 million, and most of them are young people and children.

The adoption of laws aimed at protecting the rights of young people in Uzbekistan helps to meet their social and cultural needs. Between 2017 and 2020, more than 50 laws and international documents were ratified.

The fact that young people spend more time on social networks affects their personal development. Therefore, it is necessary to teach them how to use information and form social responsibility.

Taking psychological and pedagogical aspects into account when preparing materials for young people in mass media helps to increase their interest. The mass media's active coverage of youth problems and important issues helps them to form social consciousness. These changes help to develop the culture of information use among young people and are important in protecting them from negative influences.

The immediacy of mass media and their accessibility to every home is an important platform for imparting cultural values to families. These tools, in turn, play an integral role in the dissemination of science-based and national development ideas. However, the development of information technologies is causing the spread of foreign ideologies from foreign sources. Usually, such ideas are deeply thought and based, and their influence has a significant impact on the thinking of young people, which can complicate the educational process.

Family and higher education institutions are unable to fully understand these problems. Unfortunately, some higher education institutions see mass media only as an additional source of information, which denies their social and pedagogical importance. This situation can cause serious social and pedagogical problems in the upbringing of the young generation.

The latest studies show that the interest in foreign information sources is increasing among students. According to the results of a survey conducted in 2024, 67% of students prefer to use foreign sources of information, while studying the process of receiving information through radio and television in their families. However, families rarely discuss information and read newspapers. This can reduce the responsibility of young people towards their homeland.

Also, external ideological influences can use the cultural and musical needs of young people for their own benefit. There is a possibility that information disseminated through radio stations and music programs may reduce the interest of young people towards their countries and lead to the formation of misconceptions among them.

These processes can play an important role in shaping the worldview of young people and reducing their sense of responsibility towards their homeland. Therefore, it is necessary to pay special attention to the qualitative and morally correct presentation of information. The active approach of mass media in spreading social, political and cultural information is important in maintaining the spiritual health of young people.

Russian scientist V.S. Chijman said that mass media is, first of all, one of the main elements of the socio-cultural environment and is important as a source of energy for the development of society. The messages in the mass media allow to identify different points in the formation of public opinion and to evaluate social processes. According to Chijman, the media is not satisfied only with the dissemination of information, but also plays an important role in the formation of social processes, direction of public opinion and development of social institutions. They shed light on important events in society and create an opportunity to change people's worldview.

A thorough analysis of mass media is necessary, because their influence on public opinion and their contribution to social processes are important. Mass media also help in shaping public opinion and improving the social system.

Sh. B. Tursunova conducted research on the topic “Functions of mass media in the formation of innovative thinking”. They emphasize the role of information media in the active involvement of citizens in the processes of state and community management, strengthening of constructive relations between the people and the state. “From this point of view, it is important to reveal the functional characteristics of mass media aimed at updating social life based on the laws of innovative thinking and their ideological foundations”.

LIST OF REFERENC

1. Ismoilova D. “Yoshlar huquqlari va ularning himoyasi”, 2023, 18-bet.
2. Rahmonov T. “Axborot va yoshlar: xavf va imkoniyatlar”, 2024, 5-bet.
3. Tursunova Sh.B. “Innovatsion tafakkurni shakllantirishda ommaviy axborot vositalarining funksiyalari”, 2022-yil, 71-bet.
4. O‘zbekiston Respublikasi Konstitutsiyasi, 2018. Karimov, I.A. (1999). Milliy istiqlol g‘oyasi: asosiy tushuncha va tamoyillar. Tashkent: O‘zbekiston Respublikasi Yozuvchilar uyushmasi.
5. O‘zbekiston Respublikasi OAV to‘g‘risidagi qonun, 2022, 15-bet.

6. Chijman V.S. “Ommaviy axborot vositalarining ijtimoiy roli”, 2023-yil, 80-bet.
7. Mahmudov A. “Axborot erkinligi va uning jamiyatdagi o‘rni”, 2023, 22-bet.
8. Nazarov S. “Yoshlar va axborot texnologiyalari”, 2023, 25-bet.
9. Saidova L. “Yoshlar va OAV: Yangi yondashuvlar”, 2024, 10-bet.
10. Ommaviy axborot vositalari va ularning ta’siri, 2024-yilgi tadqiqot natijalari, Boshqalar, bet 12.