

THE ROLE OF MASS MEDIA IN THE MODERN WORLD

This article discusses the important role of mass media among people who is interested in news all over the world.

Key words: *mass media, entertain, influence, electronic media, carry news, view.*

Mass media is a very important part in our daily life. Mass media comprise press, radio, TV and the internet. The role of mass media in the life of the present society is difficult to overestimate.

They have become daily and essential necessity with people. Mass media report about various aspects of life, form and affect public opinion.

It is necessary to consider their every aspect separately which helps understand the meaning of mass media.

Newspapers are usually issued daily, weekly or at other regular times. They provide news, views, features and other information of public interest and often carry advertising.

Newspapers come out to provide their readers with fresh news. Readers have a chance to have full information about political, economic and cultural events in their own country and abroad.

New information educate and entertain people. TV and radio also dominates the life of the family most of time. You can listen to the news on radio everywhere even when you drive or walk.

Media is a part of platform among government and general individuals in the midst of various national needs. Media inform us about what is going on around the globe. Media influence the impact all parts of our life [2].

Media have power on individual's reasoning, statement, feelings and their method of responses. Along these lines media can guide individuals to both useful and dangerous purposes.

The most popular arguments against telly and internet are that they diminishes our power of imagination, serves as an instrument of brain-washing and damages children's psychology with violence.

The uniqueness of the internet lies in its integration of the advantages of all the other mass media.

Today's youth hang on the internet most of the time they have [1].

Distance education is advanced and convenient direction in the internet.

By means of internet resources, we attend webinars, address to public authorities and services in the online mode. Despite the fact that, internet helps man in his life, it also has disadvantages.

Modern youth are getting "snared" to internet watching things which are dangerous and obscure for them. Wrongdoings unlawful robbery into private lives and military programming, making new sort of PC viruses and forth have turned out to be very regular today [1].

In any case, ample opportunity has already passed that its wrong utilize and negative effect be limited. If not put a conclusion to, it will choke our young age and lead them to moral void.

LIST OF REFERENCES

1. Parkhomenko A.N., Golubeva N.A. Features of relations to the media and the media in the implementation of the socialization of modern adolescents // The world of psychology. – 2011. – №. 4 (68). – P. 197.
2. Uzbekistan and world news [electronic text data]. – Mode of access: <http://www.kun.uz>.

Гуломжонова М.А.
кафедра лингвистики

Андижанский филиал Ташкентского государственного аграрного университета
Республика Узбекистан, г. Андижан

РОЛЬ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ В СОВРЕМЕННОМ МИРЕ

В статье описывается важная роль средств массовой информации для людей, интересующихся новостями со всего мира.

Ключевые слова: средства массовой информации, развлечение, влияние, электронные СМИ, новости, взгляд.