



MASS MEDIA

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Abstract: The study of media linguistics focuses on the use of language in the media. It considers the role language plays in mass communication and explores the relationship between language and the public. This includes the study of both traditional media such as newspapers and digital media such as social media sites.

Key words: Advertisement Blog Broadcast Investigative Journalism Magazine Newspaper Press Conferences Television

Аннотация: Изучение медиалингвистики фокусируется на использовании языка в средствах массовой информации. Он рассматривает роль языка в массовой коммуникации и исследует отношения между языком и общественностью. Это включает в себя изучение как традиционных средств массовой информации, таких как газеты, так и цифровых средств массовой информации, таких как сайты социальных сетей.

Ключевые слова: Реклама Блог Трансляции Журналистские расследования Журнал Газета Пресс-конференции Телевидение

Annotatsiya: Media lingvistikasini o'rganishda asosiy e'tibor ommaviy axborot vositalarida tildan foydalanishga qaratilgan. U tilning ommaviy mulqotdagi rolini ko'rib chiqadi va til va jamoatchilik o'rtasidagi munosabatlarni o'rganadi. Bunga gazetalari kabi an'anaviy ommaviy axborot vositalari va ijtimoiy media saytlari kabi raqamli ommaviy axborot vositalarini o'rganish kiradi.

Kalit so'zlar: Reklama, Blog, Eshittirish, Jurnal tadqiqoti, Gazeta, Matbuot anjumanlari, Televizion.

The evolution of traditional media to new media has been a significant factor in shaping the way information is consumed and shared in the modern world. Traditional media refers to forms of mass communication that have been in existence for centuries, such as newspapers, magazines, radio, and television. On the other hand, new media encompasses digital platforms and technologies that have emerged in the past few decades, such as the internet, social media, blogs, podcasts, and streaming services.



Traditional media relied on physical distribution, limiting the reach and timeliness of information. New media, however, has broken down these barriers by providing instant access to a vast array of information anytime and anywhere. With a click of a button, people can access news, articles, videos, and other media from various sources around the world. Traditional media was predominantly a one-way communication process, with content being created by professionals and consumed by audiences. New media platforms have transformed this dynamic by giving users the ability to create and share their own content. Social media platforms, in particular, have empowered individuals to become producers and contributors, allowing for a more participatory and interactive media landscape.

New media has transformed passive consumption into active engagement. Users can interact with content through comments, likes, shares, and retweets, enabling real-time conversations and feedback. This has democratized the media landscape, allowing diverse voices and perspectives to be shared and amplified.

Traditional media offered limited personalization options, as content was designed for mass audiences. New media platforms, however, use algorithms and data analytics to personalize content based on individual preferences and interests. This allows users to curate their own media experience and receive tailored recommendations.

New media has blurred the lines between different forms of media. Print, audio, and video content are all now accessible through various digital platforms. The convergence of media has led to a convergence of technologies and has enabled innovative storytelling methods, such as multimedia presentations, immersive virtual reality experiences, and interactive narratives.

New media offers instant and real-time updates, breaking news, and notifications. Unlike traditional media, which operates on specific schedules and deadlines, new media platforms provide continuous and immediate access to information, making it highly accessible and convenient. With the advent of new media platforms, geographical barriers have been broken down. Content can be easily shared and accessed across borders, allowing for global reach and engagement. This has led to the rise of digital influencers and online communities with a global following and impact.

The evolution of traditional media to new media has revolutionized the way information is created, shared, and consumed. It has empowered individuals, expanded the diversity of voices and perspectives, and created new opportunities for engagement and participation. However, it has also raised concerns about the reliability and authenticity of information, privacy issues, and the dominance of certain platforms.



Nonetheless, the growth of new media continues to reshape the media landscape, offering both challenges and opportunities for media organizations, content creators, and consumers.

Media literacy is the ability to critically analyze and understand various forms of media, including television shows, movies, news articles, and social media posts. In today's digital age, media literacy is more important than ever before. Here are a few reasons why media literacy is crucial. Media literacy helps individuals develop critical thinking skills, allowing them to evaluate and question the validity and credibility of the information presented in media. It enables people to discern between fact and opinion, identify bias, and differentiate between reliable and unreliable sources. Media literacy is vital in preventing manipulation and manipulation by media outlets and advertisers. With the increasing presence of fake news, clickbait headlines, and misinformation, being media literate allows individuals to identify and avoid falling prey to manipulation or propaganda. Media literacy encourages individuals to express their thoughts and opinions effectively. By understanding how media constructs messages and influences public opinion, individuals can use media as a tool for self-expression and advocacy. With media literacy, individuals are empowered to actively engage with media rather than passively consuming it. This can involve creating their own media content, participating in discussions, or sharing their perspectives on social media platforms.

Media literacy plays a crucial role in fostering informed and active citizens. By understanding the media landscape, individuals can make informed decisions about political issues, contribute to public debates, and hold those in power accountable. Media literacy is essential in navigating the digital world responsibly. It involves understanding the implications and risks associated with online communication, such as cyberbullying, online privacy, and digital footprints. Overall, media literacy is a necessary skill in today's information-driven society. It enables individuals to navigate the complex media landscape, critically analyze information, and become active and responsible participants in the digital world.

There are several different categories of media, including

1. Print media: This includes newspapers, magazines, books, and other printed materials. Print media usually provides in-depth coverage and analysis of news and information.
2. Broadcast media: This includes radio and television. Broadcast media reaches a wide audience and delivers news, entertainment, and other content through audio or visual channels.
3. Digital media: This includes online platforms, such as websites, social media,



blogs, and podcasts. Digital media provides real-time information and interactive features, allowing users to engage with content and share it with others.

4. Social media: This category includes platforms like Facebook, Twitter, Instagram, and YouTube, where users can create and share content, connect with others, and engage in online communities and discussions.

5. Film and cinema: This category includes movies, documentaries, and other forms of visual storytelling. Film and cinema present narratives, entertainment, and often seek to portray societal issues or provoke thought.

6. Advertising media: This includes various forms of advertising, such as billboards, posters, online ads, TV commercials, and sponsored content. Advertising media aims to promote products, services, or ideas and influence consumer behavior.

7. News media: This includes outlets such as newspapers, television news channels, online news websites, and news radio stations. News media's primary function is to inform the public about current events and provide analysis and commentary.

8. Entertainment media: This category encompasses various forms of media designed to entertain, such as music, movies, TV shows, video games, and sports. Entertainment media aims to provide enjoyment, escapism, and cultural experiences.

9. Documentary media: This category includes non-fiction content, such as documentaries, docuseries, and investigative journalism. Documentary media aims to inform and educate viewers about real-life subjects, often focusing on social, political, or environmental issues.

These categories may overlap or intersect, as many media outlets and platforms provide a combination of different forms of content. Additionally, new forms of media constantly emerge, reflecting advancements in technology and evolving audience preferences.

Mass media plays a pivotal role in shaping public opinion, disseminating information, and influencing society on various levels. While it has its advantages, such as spreading awareness and facilitating cultural exchange, it also has drawbacks, including the potential for bias and misinformation. As consumers of mass media, we must be critical and discerning, promoting ethical and responsible journalism while also engaging in media literacy to navigate this complex landscape. Mass media plays a crucial role in shaping public opinion, disseminating information, and shaping cultural norms and values. It has the power to influence people's beliefs, attitudes, and behavior, as well as shaping public discourse and political agendas. Mass media, particularly television, has the ability to reach and influence a large audience. It can shape public opinion through the way it presents information, frames issues, and chooses which



stories to cover. This can result in the influencing of public attitudes and beliefs on various topics, including politics, social issues, and consumer behavior. Mass media also has the power to shape cultural norms and values. Through various mediums such as movies, television shows, music, and advertising, mass media can promote certain ideals, lifestyles, and beauty standards. This can have both positive and negative implications, as it can help create a sense of identity and belonging, as well as perpetuate harmful stereotypes and unrealistic expectations. Furthermore, mass media has the ability to disseminate information and raise awareness about important issues. It can bring attention to social injustices, raise awareness about global crises, and highlight important causes. This can be particularly impactful in mobilizing public support and encouraging action.

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