



THE NEEDS AND ATTITUDES OF PEOPLE TO THE MEDIA IN THE DISSEMINATION OF INFORMATION BY GLOBAL HEALTH ORGANIZATIONS

G. Kurbanova

Tashkent, Uzbekistan University of Journalism and
Mass Communications of Uzbekistan 2nd Year Doctoral Student (PhD)
+99893 551-49-91, gulruxsorqurbonova59644@gmail.com

Abstract

Actively developing various sources of information have become the main consumer market for mankind and have brought to life a special kind of media - the consumer media market, the content of which indicates the emergence of previously unknown elements in interaction with the audience. All stages of the development of human society were carried out on a technical basis. Automation has led to increased productivity.

Keywords: content, media, media, media impact, multipolar, evolution.

Аннотация

Активно развивающиеся различные источники информации стали основным потребительским рынком для человечества и вызвали к жизни особый вид медиа - потребительский рынок СМИ, содержание которого свидетельствует о появлении неизвестных ранее элементов во взаимодействии с аудиторией. Все этапы развития человеческого общества осуществлялись на технической основе. Автоматизация привела к повышению производительности труда.

Ключевые слова: контент, медиа, СМИ, медиа-воздействие, многополярного, эволюция.

In today's global world, people receiving information influence all aspects of society, health and safety, as well as international communication. For a long time, the information security of the population has been reflected in the world information about the problems of obtaining information and independent medical care, international processes. When studying the place and role of media development in the global process, consciousness and thinking can be considered one of the important roles. When describing the media as a system, the concept of "fourth power" is often used, which quite clearly denotes the form of relations with society and the position that the mass media occupy in modern society. Today, it is impossible to imagine any state, city, house and a particular person outside of the information and entertainment streams that are literally growing by leaps and bounds and their total influence.

The actively developing consumer market has brought to life the formation of special mass media that closely interact with the audience at the level of formation of its consumer culture. We assume that the



content of this type of media is the next evolutionary stage in the development of media impact. The basic unit that ensures the interaction of consumer mass media and their audience is the journalistic text [1]. Recently, the canons of consumer coverage in general have shifted closer to the Western model, which assumes a journalist as a transfer link in the chain of information transmission and its perception by readers. At the time of Leonid Parfenov's "The Other Day", the slogan of the program was the phrase "People, phenomena, facts", which quite accurately reflected the essence of the emerging analytical journalism and was then perceived by business publications. "The basic rules and norms of most Western publications call for neutral and informative coverage of events," writes Denis Mc Quail in his work "Mc Quail's Theory of Mass Communication" [2, 365]. In relation to mass media, the relationship of the recipient (consumer) of the text with its author is a very special sphere. Mikhail Bakhtin writes, for example, that to see and understand the author of a work means to see and understand another, someone else's consciousness and his world, that is, another subject [3, 301].

One of the main tasks of consumer media is to make sure that the process of perception and understanding of the text is completed by the recipients, that is, the readership of the publication. For these purposes, the publications use various approaches to the presentation of information and a complex system of genres, which is constantly being improved. According to McQuail's work: "The genre system helps both to produce and to perceive (read) texts. Genres are characterized by their logic, formats and language" [2, 374]. Scientists emphasize that "new media" is a controversial, "extensive and difficult to differentiate concept" [4]. Despite the fact that this phenomenon has been investigated for more than two decades, "new media" still does not have a clear definition. The concept is constantly being supplemented and refined, and its very essence is constantly being updated, there is a "transformation of the object, its form and content." There is no certainty that the definition derived today will be relevant in a year. Some scientists refer to new media only as "websites, social networks, as well as some traditional media built on neoclassical models" [5, 224], others understand "new media" as "interactive digital ways of delivering information" functioning on the Internet: "social networks, blogs, podcasts, websites, Internet forums, wikis, video hosting, printed, online and mobile products"[6]. Now the term "new media" is often associated with the terms "convergent media", "multimedia media", even talk about their synonymy [7]. Scientists write that convergence, that is, "the mutual influence and interpenetration of some types of media into others"[8], has had an impact on almost all areas of journalism. Multimedia content – which can simultaneously contain photos, videos, sound, text – in 2017, media sites accounted for 98.7% of the total amount of materials [9]. During his message, the forum participants got a complete picture of the various media platforms of the publication, which are created for a technically advanced audience. Today, only 4% of readers out of 50 million subscribers are satisfied with the paper version of the newspaper. The introduction of new forms of providing information gives 40% annual growth. For the successful work of the media, it is important to understand how to contact the audience in the new digital world. Openness, according to Alan Rusbridger, is the main part of the idea of the publicity of modern media, and this term was constantly heard during his speech.



All these are system-forming questions, the answers to which we will surely receive in the next fantastic and, of course, no less revolutionary decade. And the stage of transformation that the media is going through now is only the first, and therefore very painful, but very creative and important [10].

The mass media play a big role in everyone's life. They "appeal to the individual in the totality of his social roles – as a citizen and a family man, a representative of society as a whole and a resident of a particular area. The content of mass media covers all aspects of human relations with society and its subsystems, all areas of social relations in which the individual is included." Under the mass media, it is customary to understand social institutions that ensure the collection, processing and dissemination of information on a massive scale. Mass information is intended for a numerically large, usually geographically dispersed audience and is characterized by speed and regularity of distribution, almost simultaneous consumption, mediated, to a certain extent stereotyped character [11]. The transmitted information must necessarily meet the public interest. Its dissemination is an integral part of the mass spiritual communication of people, which arose at a certain stage of human development in addition to direct interpersonal communication. Among the main mass media, television, radio and the press can be distinguished. It is also interesting that the Internet has now begun to relate to the mass media. Hundreds of different newspapers, radio and television channels are placed on the Internet, thus gaining access to a global audience. Health acts as one of the necessary and most important conditions for an active, creative and full-fledged human life in society. It was this that K. Marx drew attention to at the time, presenting the disease as a life constrained in its freedom. Insufficient level of health (all other things being equal) has a negative impact on the social, labor and economic activity of people, on the productivity and intensity of their labor; negatively affects a number of indicators of the natural movement of the population, as well as on the health and physical development of offspring. Currently, an urgent research issue is the study of the information field of the media, in particular, what kind of social coloring the disseminated health information has. It should be noted that modern mass media can have both positive and negative effects in the dissemination of health information. Social advertising can play a positive role. In particular, advertising of toothpastes, shampoos, hygiene products, etc. it helps to consolidate in people's minds the need to observe the rules of personal hygiene [12]. In today's dynamic world, the media influence all spheres of public life, including international relations. The media has long been transformed from a means of transmitting information messages into an independent factor in international political processes. Analyzing the place and role of the media in international processes, it should be noted that one of the tasks performed by the media is the formation of a worldview. The transmission of this or that information to the population through the media, first of all, is a combination of socio-political and public methods, which, in turn, can contribute to national and international relations [13, 307]. History reminds us that earlier pandemics had political connotations that affected international relations in different ways. For example, the "Spanish flu" (1918-1920) did not begin in Spain, as the name implies, but in America. The first case was registered at a military base in Kansas in March 1918. (Vaughan, 1921) For political reasons, this pandemic was attributed to Spain in order not to tarnish America's reputation. The flu broke out during the First World War. No country has reported cases of infection within its borders to protect its political image.



Since Spain did not take an active part in the war, it was transparent in its reports and thus reported many cases. This led to the fact that the disease was accredited in Spain and was named "Spanish flu" (Erkoreka, 2009). Other countries that were affected by the disease were China, Great Britain and France. Therefore, it is not surprising that the coronavirus pandemic has affected international relations and has become a reason for accusations. This game has been played before. There is no doubt that the coronavirus both supported and rebuilt international relations – depending on the country that was subjected to close attention. In this context, some relations, although initially established, actually strengthened with the onset of the pandemic, while others worsened when political differences already existed in the countries. To demonstrate, we will separately study the positive and negative effects of coronavirus on international relations [14]. Mass media play an important role in the modern system of international communications.

There is a general classification of the functions of the media, which, as an important factor in international relations, must be analyzed in the light of the new functional transformation of the changed world order - the modern world political system has acquired the character of a "multipolar", "multipolar" and "multipolar" world [13, 313]. Global media can demonstrate the choice of information and, consequently, influence public policy, including a certain group of people. Mass media are complex communication networks that compete and interact with each other, as well as with government and commercial structures. According to political scientists, this is a collection of newspapers, magazines, radio, television, Internet publications. The essence of the mass media is to seduce the public, to be accessible to everyone, to act, to exert an ideological, political and organizational influence on training a person's behavior, thoughts and worldview.

REFERENCES

1. Рябов Сергей Дмитриевич кафедры теории и экономики СМИ факультета журналистики МГУ имени М.В. Ломоносова. 2008 г. sergei.ryabov@gmail.com
2. McQuail, Denis. McQuail's Mass Communication Theory // SAGE Publications. London. Thousand Oaks. New Delhi. 2005. P. 355 -374.
3. Бахтин М.М. Указ. соч., С. 301.
4. Дукин Р. А. Медиатизация современного общества: влияние социальных медиа [Электронный ресурс] // Теория и практика общественного развития. 2016. №2. URL: <https://cyberleninka.ru/article/n/mediatizatsiya-sovremennogo-obschestva-vliyanie-sotsialnyh-media> (дата обращения: 10.04.2018).
5. Гатов В. В. Будущее журналистики // Как новые медиа изменили журналистику. 2012-2016 / под ред. С. Балмаевой, М. Лукиной. Екатеринбург: 2016. С. 224.
6. Шестёркина Л. П., Борченко И. Д. Основные характеристики новых социальных медиа [Электронный ресурс] // Учёные записки ЗабГУ. Серия: Филология, история, востоковедение. 2014. №2. URL: <https://cyberleninka.ru/article/n/osnovnye-harakteristiki-pouyh-sotsialnyh-media> (дата обращения: 10.04.2018).
7. Рогалева О. С., Шкайдерова Т. В. Указ. соч.



8. Барлыбаева С. Конвергентная журналистика – журналистика нового времени [Электронный ресурс] // European Journal of Humanities and Social Sciences. 2016. №2. URL: <https://cyberleninka.ru/article/n/konvergentnaya-zhurnalistika-zhurnalistika-novogo-vremeni> (дата обращения: 10.04.2018).
9. Вырковский А.В., Галкина М.Ю., Колесниченко А.В., Образцова А.Ю., Вартанов С.А. Мультимедийные элементы в современном медиатексте [Электронный ресурс] // Медиаскоп. 2017. Вып. 3. Режим доступа: <http://www.mediascope.ru/2364> (дата обращения: 10.04.2018).
10. Журнал "Broadcasting. Телевидение и радиовещание" #6, 2011
11. О.А.Шаповалова/Материалы Интернет-конференции Охрана здоровья: проблемы организации, управления и уровни ответственности.
12. Москва, Покровский бульвар, д. 11, G711 1993–2023 НИУ ВШЭ.
13. Балуюев Д.Г., Каменченко Д.И. Политическая роль «новых» СМИ в ливийском конфликте // Вести. Нижегород. ун-та им. Н.И. Лобачевского. 2012. № 2-1. С. 307–313. URL: <http://elibrary.ru/item.asp?id=17674839>(дата обращения: 18.11.2015).
14. Взаимно полезные контакты. (2020-06-25) [2020-07-18]. <https://rg.ru/2020/06/25/v-rossii-vnimatelno-izuchaiut-kitajskij-opyt-borby-s-koronavirusom.html>.