THE IMPACT OF MASS MEDIA IN PUBLIC LIFE

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Abstract: *This article deals with the impact and influence of mass media in our lives, benefits and drawbacks, effects of violence in the media, and it is about how it will influence on public opinion.*
Key words: *mass media, impact of mass media, positive and negative sides, effects of violence in the media, internet.*

We need to be aware that the majority of our judgments, convictions, and values are derived from what we already know to be true, our presumptions, and our own experiences. Because of our education and professional experience, we typically know what we need to do at work; nevertheless, in our daily lives, we rely on the media to provide us with the most recent information and news about what is significant and what we should be aware of. We rely on the media as a reliable source of news, entertainment, and education. However, because the mass media has such a significant impact on our children, teenagers, and society, we need to understand how it actually operates.

With the development of technology over the past 50 years, media power has increased rapidly. First came the telegraph, followed by radio, newspapers, magazines, television, and now the internet. Our civilization needs on knowledge and communication to function properly and carry out daily tasks including employment, recreation, healthcare, education, interpersonal relationships, travel, and everything else we need to perform. A typical city dweller typically wakes up, scans the newspaper or television news, commutes to work, makes a few calls, and eats meals with their family whenever possible. He then bases his decisions on the information he has obtained from co-workers, the news, television, friends, family, financial reports, etc.

The most significant of all the media dissemination methods has been television. Thousands of images of violence, advertisements, celebrities, and other things are continuously bombarding us. In fact, it's estimated that a child sees 40,000 advertisements annually. But who controls the media—the corporations or individuals who influence our values, beliefs, and choices? Five large firms essentially control the majority of the Uzbek media, as follows, *O`zbekiston, Yoshlar, Zo`r TV, Sevimli, My5* . We adult generation receive 95% of our daily media from just main companies. They are the owners of the main theme parks, film studios, television and radio broadcast networks, as well as video news and sporting events. They also own integrated telecommunications, wireless phones, video game software, electronic media, the music industry, and more.

Years ago, there was more diversity in companies, but they have merged, so now there are just a few, and they have the power to shape the opinions and beliefs of us, teenagers, and children. So it's important to be aware of what your kids are exposed to every day and you should also try to look at things from different perspectives and not just from the one the media gives you.

The advertising that they sell and that we are exposed to generates billions of dollars for the media. We buy what we are told is good, and after viewing countless advertising, we and our friends both base our purchasing decisions on what we found online. They avoid reading newspapers and magazines since these forms of mass media reflect and work to promote a positive outlook on life. People are using the internet more frequently since it seems to reflect the genuine nature of people's

lifestyles. It might be accurate in some circumstances, but it shouldn't be seen as the only reliable method of broadcasting. It's stuffed with exaggerations. These are the media's both positive and harmful affects. Based on the fashion that the media has forced on them, they purchase what they see on TV, what their favourite celebrities advertise, and what is considered acceptable by society. Whenever we watch TV or a movie, we frequently encounter scenes of violence and individuals inflicting harm on one another. The issue with this is that as we see it more and more, it can start to feel traumatic, especially for our kids. Children who are only beginning to mature and form their personality values and beliefs run the risk of becoming angry or losing their ability to distinguish between what they see as real and unreal. Those kids have been linked to excessive use of violent video games and war images. Another problem is that real war is used as a form of entertainment by the media, we should make our kids and teen aware that war is not a form of entertainment and that there is no win or lose like in video games, in real war everyone loses. In order to improve young people's knowledge, skills, and competencies in the field of information and communication technologies, it is therefore important to:

 1) use computers and other modern technical tools as a didactic tool;

2) dispose of information published on the Internet and other sources of mass media; and

3) have knowledge of new information, facts, and data collection, sorting, and processing and apply it to the educational process and the ski industry.

The media, as we've already mentioned, greatly affects society and public opinion. They can affect public opinion in a number of ways depending on the objective. Senior citizens who could see the harm caused by media games therefore started to endorse the concept of regulating the use of these games and the time of children and teenagers.

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