

**THE PLACE AND IMPORTANCE OF THE MEDIA SPACE IN THE  
RELATIONSHIP BETWEEN THE INDIVIDUAL AND SOCIETY**

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**Annotation:** This article discusses the issue that the media space is a separate reality, completely unthinkable, being a physical component of the media, constituting ideological schemes and models of actions of subjects consuming and producing information using methods and means of mass communication. maybe culturologists, psychologists, political scientists, journalists and sociologists.

**Key words:** Media, Internet, space, digital technologies, civil society, mass media, information, social space, historical space, economic space, media environment, media sphere, communication space.

**Introduction.**

In modern social philosophy, much attention is paid to information, communication and media processes. Today, the information dimension has penetrated into all corners of social reality, and no subject can be outside this information discourse, within which spatial formations have lost their cultural and historical position, turned into semantic forms, network information structures, actualized the space of information flows (media space).

It would not be an exaggeration to say that today a modern person lives completely in the media world. After all, today there is practically no way to hide from the influence of information sources. The media is not only watching news or reading social media channels, but also music playing on the bus can also be media, a billboard on the side of the road and even an ad in a column, a T-shirt with an inscription or a seal can also be media, even a phone model, that is, a source of information. Every second a person receives a huge stream of information, most of which he does not track and does not consciously remember, but this information can also be stored in our memory.

**The main part:** The concepts of "Media space", "mediamuhit", "mediamaydon", "mediasfera" appeared relatively recently in local speech, still being used as synonymous words to one without having clear semantic content. The semantic image of these concepts is the phrases "information space", "information space", "information environment", and these concepts with the prefix "single" appeared in conversations of leading personalities and in the publications of specialists around 1992. The sharp decline in print circulation, which had come to a central place at the time, caused concern in both media leaders and government officials and politicians.

Neither at that time nor then did anyone give a strict definition of the concept of a "single information space". And so far, although all these phrases are very widely used, their content has hardly been developed. Without making mistakes, we can conclude that these concepts are used in a general sense, not as scientific terms, but as metaphors.

However, this quotient experienced many other concepts: "political space", "cultural space", "social space", "historical space", "economic space", etc. There were more exotic adaptations of the concept of "space". G. Huseynov wrote that in the philosophical discourse of the 1990s, the concept of "space" was a fashionable word and offered meaning, abandoning Okhem's demand not to introduce new subjects.

The concepts of "Media environment", "mediasphera", "media space" arose much later than the concepts of its predecessors – "information space" and "communicative space" - and repeated in its definitions the basic meanings inherent in its predecessors.

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For Example, N.B. In his book "media environment of Russian modernization" ("Mediasreda rossiyskoy modernizatsii"), based on the encyclopedic definitions of the concept of "space", Kirillova gives the following definition to the media environment: "The Media environment is what surrounds us every day. It is a set of conditions that mediate Mass Communication (printing, radio, television, video, cinema, computer channels, Internet, etc.) that connect a person with the outside world, inform, entertain, as well as promote other certain moral and aesthetic values, bring media culture to activity, which has an ideological, economic or organizational impact on people's views, thoughts and behavior. In a word, it affects the public consciousness".

F. In his paper "information ecology: a systematic approach to the media environment", Stalder states that "Media creates an integrated environment (environment) based on information flows. Increasingly, this environment is becoming the main one in human activities. Information ecology seeks to understand its characteristics in order to take advantage of its capabilities, avoid risks and positively influence its development..."

It is clear that the interpretation of the media not as a sphere of human activity, but only as an environment, can no longer satisfy both researchers and practitioners. Although the concept of "media environment" is still found in some publications.

The first concept used to describe the origin of the concept of "Media space" "is the concept of" information space". From this concept V.S. Pirumov, V.D. Popov, G.G. Pocheptsov, G.V. Grachev, I.K. Melnik, S.A. Modestov, S. Datsyuk, V.A. Kopylov, V.G. Krisco, L. Malkov, V.G. Mashlykin, M.I. Abdurahmanov, V.A. Barishpolets, V.L. Manilov, S.P. Rastorguev, S. Parinov, S.E. Zuyev, V.B. Vepintsev and other researchers actively used it in their work. "Axborot maydoni" tushunchasining sinonimi sifatida "axborot sohasi" yoki "axborot muhiti" tushunchalari juda tez-tez ishlatiladi. Masalan, A.V. Manoylo bu haqida shunday yozadi: "Axborot fazosi yoki infosfera juda o'ziga xos muhitdir. Axborotshunoslik nuqtai nazarida "axborot maydoni" atamasini tushunish axborot sohasini aniqlashga asoslanadi".

This author then gives the following list of interpretations of the concept of "Information Domain".

1. The information domain is the finite volume of a meaningful information space.
2. The information sphere is information, information infrastructure, entities that collect, shape, disseminate and use information, as well as systems for regulating public relations that occur.
3. The information sphere (environment) is the sphere of activity of entities related to the creation, transformation and consumption of information.
4. Information sphere-a set of information resources, systems for the formation, distribution and use of Information, Information Infrastructure.
5. The information sphere is a specific area of activity of subjects of social life associated with the creation, storage, distribution, transmission, processing and use of information.
6. Information sphere-the sum of the subjects of the interaction or influence of information; real information intended for use by the subjects of the information sphere; information infrastructure providing the possibility of information exchange between subjects; social relations that develop in connection with the formation, transmission, distribution and storage of information, the exchange of information within society.

Another concept that sometimes replaces the category of "information space" "is the very popular phrase" virtual being". This concept is used when one wants to emphasize that the information circulating in the information space does not always repeat the truth. Often we are talking about some imitation of reality, and sometimes about imitation of things that do not exist in reality.

From a social point of view, media space is viewed as the sphere of relationships that arise between people and communities through information. For Example, F. Sharkov and E. Yudina

considers the media space to be a special social phenomenon, a special social structure formed from a system of relations between producers and consumers of public information.

From this point of view, the information space is the sum of certain structures (individuals, their groups and organizations) that are linked by information relations, that is, Relations of the collection, production, distribution and consumption of information. Information itself is considered as some type of relationship between the subjects of the information space. In other words, “the information space is an area of information relations that has a specific (systemic) quality that is created by the interacting entities in terms of information, but at the same time does not exist in the entities themselves”.

Modern sociological and socio-psychological approaches can be used to analyze this same information space. By studying these interesting issues, let's show several areas of information space.

The first direction is to characterize and understand the information space as a set of social contacts and relationships. For example, the information space - French sociologist P. Taking into account the ideas of Burdiye - can be considered the distribution of various types of goods and services, as well as agents and their groups.

The second direction concerns the use of the apparatus of the new branch of sociology in the analysis of information space, which is called the “sociology of space”. The sociology of Space Studies the question of in what sense and with which phenomena it is possible to talk about their localization, “where is it located?”, and “where?” explains what it means in this case: it is the sociology of space that begins to ask questions that are directly related to the problem of information space. For example: "where is the Internet located?"

The third direction allows you to see the information space as a field in which the interaction of subjects who occupy different positions and strive for different goals occurs and use concepts such as “status”, “color”, “roller” “ampula” to describe these processes.

The structural elements of the information space are:  
information itself, the subject of information relations;  
subjects of information relations;  
information relations themselves.

The fourth direction is to consider the information space as a kind of social resource, having it makes it possible to realize various non-conformational goals.

Accordingly, Information Processes should be characterized as processes of acquisition, distribution, redistribution and consumption of certain resources in the space of human relations. The most interesting issue in this context is the question of the availability of information. Obviously, it is the volume and quality of information received, that is, the possibility of using information sources, that is, the most obvious criterion, on the basis of which it will be possible to distinguish between the subjects of information relations.

In this regard, a socio-philosophical analysis of the processes of communication and integration of the media, the individual and society, the influence of media technologies on both socialization and the manipulation of value orientations of social consciousness are necessary and relevant. The concept of Mediamakon is a new term in the socio-philosophical lexicon originally introduced this concept by the American scholar Arjun Appadurai in his article “discontinuity and difference in the Global cultural economy”. In the future, the ideas of this concept developed on the basis of the analysis of theories of globalization. He sees globalization as deterritorialization i.e., the loss of the connection of social processes to physical space.

In modern social reality, the following specific “global cultural current” is being formed, which is divided into several symbolic directions, spatial-currents (landscapes) :

Ethnomachon-a space formed by immigrants, tourists, tourists, refugees;  
technomakon (technology stream);

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financial space (capital turnover);  
 media space (figurative-symbolic);  
 ideological field (ideosphere).

This specific division makes it possible to provide the media space with “territorial” characteristics, through which it will be able to connect with a certain virtual territory belonging to the state, which acts as a specific territorial resource. "The geopolitical approach assumes that the processes taking place in a media space (i.e. a specific area) can be described in terms of development, conquest, colonization” .

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