

**THE ROLE OF TELEVISION IN MEETING THE INFORMATION  
NEEDS OF MODERN SOCIETY**

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**Abstract:** *This article discusses the role of television in meeting the information needs of modern society. In the article, the author analyzes the role of the media in public life with solid evidence.*

**Key words:** *Society, individual, media, information, internet, television*

Using specific methods of influencing the audience, the media have always influenced the mass consciousness. As the number of various media increases, the emergence of new ones, their influence becomes more extensive and diverse. In the modern information age, when information becomes ubiquitous and all-pervading so much that a person is sometimes no longer able to respond to certain media messages, a comprehensive study of the effectiveness of media exposure becomes especially relevant. The study of effectiveness, not just as the achievement of any effect, but precisely as the achievement of the effect that was intended by the communicator.

The relevance of the topic I have chosen is determined by the growing importance of television and mass media in the formation of public consciousness. In the conditions of the modern development of Russia, when printed media and the Internet are not available to all groups of the population and regions, television remains the most popular means of communication.

Television, at the moment, is the most popular type of media. This is confirmed by statistics, more than 80% of the population, according to 2008, watch TV almost every day.

Such a monopoly position of television is due to many reasons: efficiency, imagery, "presence effect", etc. Accordingly, occupying this position, television is the most powerful tool for influencing the mass consciousness.

Television, like no other type of communication, affects the consumer in many ways at once - firstly, physiologically, and, secondly, psychologically. Since television with all its arsenal of means can affect our main senses - sight and hearing.

Today, the viewer often becomes a hostage to television programs. One need only think of any interactive television show to confirm this.

If viewers devote so much time to television leisure, accordingly, everything they watch has an impact on them. We strive to copy the mannerisms and gestures of the heroes of the TV series, we try to wear the same clothes as the heroes of the TV programs, we try to cut our hair or apply the same makeup as they advise us in a fashion show on style.

The possibility of signal encoding, the presence of a TV in every home, the creation of the effect of presence - these and other features have made television the most effective means of influencing the mass consciousness.

Television is characterized by two aesthetic and psychological dimensions:

Mosaic character is characterized by the fact that each of the messages, as it were, appears on its own in the form of a relatively complete fragment, not connected by clear causal relationships with other elements of the program.

The interaction of individual points of the television mosaic - an illogical, non-linear bringing them together - seems to resonate in the minds of the audience.

Both features of television increase the importance of momentary impact on human perception. The principles of such interaction become the fundamental factors of influence on the target audience. This is, first of all, an emotional impact, which, in fact, boils down to a hidden spiritual coercion. Mosaic variegation of advertising in a matter of seconds creates a well-defined, precisely found image. A so-called "virtual reality" is being created, in which a person believes. This is especially effective when the form of the advertising message coincides with the internal settings of the consumer.

The integration of advertising into the television process gives it a completely new quality. In advertising, the entrepreneur's need to promote his product on the market is combined with social need. It was this combination of needs effect that caused the explosive development of advertising as a distinct culture and industry.

In modern society as a whole, the ideological role of advertising is much more important than informational. Advertising creates a virtual world. This imaginary world, and the thinking of a person immersed in it, becomes autistic, i.e. completely detached from the outside world. In general, such people form the society of the spectacle in its purest form - they know that they live among fictional images, but they obey its laws. It is the eye of the television camera, which transmits the event with maximum likelihood, that turns it into a "pseudo-event".

Television advertising is one of the most expensive advertising media. A good video is very expensive, airtime can cost even more. For example, the price of a minute of television time in prime time ("hot" hours) on American television reaches in some cases about one hundred and fifty thousand dollars. The same indicator on Russian channels is much lower. Although in recent years it is rapidly approaching the American indicator.

The mass media have become the main tool for disseminating messages that affect the public consciousness. Today, information has become a tool of power. When the susceptibility of the human psyche to suggestion was discovered, information in the form of propaganda and agitation became the main lever for controlling people. It gradually replaced brute force, violence, which for a long time was considered the only and indispensable instrument of control.

The TV audience is not just a mechanical set of individuals selected according to some formal set of features. The TV audience is a kind of macro integrity. Every time there is something that unites viewers - a way of life, a common language, culture, value orientations, professional interests, social problems, etc. Only, unfortunately, this something is far from always amenable to comprehension and description. From this premise it follows that the television audience as a macro-integrity must obey specific laws inherent in it and only in it. It also follows that it must also have some structure. The "elementary particle" of this structure is the viewer. Through television, he is included in the process of mass communication, at the same time participating in microcommunication interactions. And they, as I. Katz and P. Lazarsfeld have shown, have a strong influence on macrocommunication processes. The idea of the TV audience as a disparate, internally unrelated set of individuals, which was characteristic of the era of television broadcasting, turned out to be too simplistic.

Therefore, the principles of a systematic approach are applicable to the TV audience. The TV audience as an integrity is a subsystem in a system of a higher level (for example, in relation to the

entire population or in relation to television as a whole as a socio-cultural phenomenon). At the same time, we can talk about general and private television audiences, the second of which forms a subsystem relative to the first. At the formal level, private television audiences are distinguished by differentiating the parametric boundaries of the general television audience.

Television viewing can be thought of as a kind of social role - the individual in the role of a viewer. Then it makes sense to talk about the functions inherent in this role and consider the general functional (role) patterns of the television audience.

The transition of an individual into the role of a viewer requires special research attention. And although such a transition has been repeatedly considered (usually at the level of studying the motives of television viewing), much remains unclear. It is only clear that one should distinguish between the actual fact of turning on the TV, the fact of watching television, and the fact of purposefully accessing a specific TV program on a specific channel. Moreover, these three facts can be caused by various motives. Moreover, changes in motives are also possible in the process of transition to the role of a TV viewer: a person turns on the TV under the influence of some motives; on the screen, he sees something that changes motivation - he switches to another, to a third, to a fourth channel and comes across something that already evokes new motivational orientations. The foregoing allows us to conclude that the TV audience is a dynamic system in which changes are constantly taking place at the micro level at a high speed. At the level of special sociological theory, this concept determines the position of the masses in the system of mass information and propaganda. "Publisher", "journalist", "audience" are concepts that describe the functions, roles, and place of various social actors in the system. The concept of "audience" is assigned to the subject that is engaged within this system, primarily the consumption of information, and thus is the object of information impact. In the mass media system, there are institutions that are assigned the functions of collecting, processing and disseminating information, on the one hand, and the masses for whom this information is intended, on the other. This is how functional relations develop between the participants - the publisher, the journalist, the audience. On the other hand, the system of mass information and propaganda is designed for individual consumption, "with home delivery." This system is focused on the direct connection of society as a whole (as well as socio-territorial and professional communities) with the individual. The media appeal to the individual in the totality of her social roles - as a citizen and a family man, a representative of the people as a whole and a resident of a particular area, a representative of a given profession and an employee of the national economic sector, etc. In general, the content of the mass media covers all aspects of communications a person with society and its subsystems, all areas of social relations in which the individual is included. That is why journalism and its practical tasks turned out to be so close to concrete sociology, which also studies personality in the totality of its social roles. There is some information and it is designed for everything at once - for the "average" representative of the audience. This is a significant part of the information sections and television programs. There are materials that, by combining various aspects of the problem, arguments, illustrations, etc., are also calculated for the widest possible audience. This is the majority of entertainment and educational television programs, radio and television information programs. A clear understanding of the boundaries of the calculated audience is the most important task of practical programming of the activities of the mass media.

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