🔓 **Research Article**

INFLUENCE OF MASS MEDIA ON CULTURE

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ABSTRACT

This article argues that media coverage, news, entertainment, and advertising are preferentially based on classical, gender, racial falsification or distortion of facts and social segmentation. At the same time, it was mentioned that entertainment programs, especially, are heavily watered with cultural falsification and stamps, and their target audience is mainly young people. These media representations influence political views, shape or change cultural patterns, create or offer dates and icons for worship, influence social orders, and influence relationships between social institutions. change is discussed in this article.

KEYWORDS

Conversation, communication, communication system, mass media, culture, language, cultural language, cultural forgery.

INTRODUCTION

Given that mass media and culture are interconnected, it is appropriate to look at the position of various scientific schools and determine their modern influence on mass media and culture. However, before starting a discussion about the relationship between mass media and culture, it is important to understand what is behind the concept of "culture" and how this phenomenon is defined in the scientific literature. In order to live in peace, people should live in society showing the virtues of tolerance, gentleness and peace. All members of society

have to face many difficulties, problems and realities (especially they need shelter and food). They pass on what they have to future generations. It is described as "culture" to leave accumulated problems, methods of solving them, various high achievements and serious obligations to future generations in this way. That is why culture is known as social heritage in the world. No country or nation is free from culture, it cannot exist outside of it, because culture is the basis of society. Society uses culture to define all types of life activities. Material components of culture include buildings, furniture, musical instruments and other material objects. Culture is presented as the value of all tangible and intangible things, including arts and crafts, customs and traditions, ideas, values, social and political norms, etc. Technology and development are also components of culture. These two concepts are simultaneously the cause and effect of each other and play a vital role in the transfer of culture from a traditional, monogamous society to a modern one. This transformation occurs thanks to the cultural industry and is conveyed through the mass media.

Culture is a human environment, it directs, directs and gives meaning to the actions that a person does or consciously refrains from doing. The roots of culture go back to the Latin words "colere", that is, "build, grow, develop". The meaning of the Latin word "culture" is in a sense opposed to "nature", since "culture" is constructed and cultivated, while "nature" has an intrinsic value. In other words, "culture" is created, "nature" is innate, and society develops based on the combination of "culture" and "nature". Man is a cultural creature by nature, he prefers to live in a society that has characteristics that distinguish him from other societies and social groups. This high outlook of society is based on its culture. Since man is constantly changing himself and his environment, the dynamics of human nature keep his culture in constant change. This is confirmed by the following fact: man is no longer a primitive creature of the iron age, he is the creator of the satellite and the subject of the development of the space age. Throughout the history of the development of civilizations, all the energy of man was directed to perfecting his life and the world around him, therefore, man discovered many innovations and introduced them into his lifestyle. The result of this effort is that man has learned to live in an orderly manner and to decorate his life with languages, knowledge, ideas, customs, customs, religions, morals, values, music, art, architecture and other artefacts society was established. The appearance and development of all these activities is called "culture". K. E. Rosengren says that culture is a perceived and evaluated structure, within which people move and feel.

J.Watson presents a relatively broader view in his comments, stating that culture is made up of language, history, traditions, climate, geography, art, socio-economic values, and any nation has its current development he showed that he measured with the nature of his culture. His understanding of this concept leads to uniqueness in the establishment of society's culture - enrichment of culture and similarity.

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Culture exists in the thinking and habits of members of society. It does not appear in human behavior, because it deals with various socially appropriated forms of conduct. People may not be aware of what they are doing or how they are doing it, but their behavior is regulated by the socially approved skills of society. So, there are no deviations and cognitive distortions. U. Reddy supports this idea and points out that culture is a combination of people's way of life, historical and current traditions, beliefs, values and practices that are reflected in every style of social ethics.

Culture is one of the fundamental and universal aspects of human existence. Although its nature is extremely complex and delicate to understand, it turns out that it has no universally recognized sign, and its influence is all-encompassing. The above shows that culture can be defined as a dynamic system of values, which is a system of assumptions, conventions, professions, and how group members interact with each other and with the world, communicate, develop their creative abilities and consists of rules that allow to ensure its development potential. It is culture that unites people into groups, helps their mutual differentiation, which leads to the emergence of such phenomena as equality and identity in society. Judging from the developed and other related definitions, culture:

- product of social interaction;
- offers socially approved samples for biological and social needs of people;
- social heritage passed from generation to generation in the same society;

- is acquired by each individual in the process of his personal development and socialization in society;
- one of the main determinants of personality;
- its existence is related to the uninterrupted functioning of society, it does not depend on any individual or group.

M. Waters defines globalization as a social process that does not have geographical limitations of social and cultural mechanisms, and people increasingly realize that they are going backwards. According to this definition, globalization damages the national and local culture of the country. However, some scholars view globalization as a synonym of "Americanization" and "Westernization," in other words, it is "the forced imposition of Western culture, values, and lifestyles that destroy the local way of life." Globalization is the opposite of "cultural diversity" and "cultural appetite", its purpose is to ensure the hegemony of social, political, economic and cultural issues.

Mass media is accelerating "cultural globalization" through its unlimited influence on the mass consciousness of people around the world. There is a mixture of cultures in the information space, as a result of which first the hybridization of cultures takes place, and then the global dominance of Western culture is ensured. Developed countries with international media magnates spread their culture to developing and less developed countries, so the culture of the country where western culture has entered gradually perceives it and with greater or lesser intensity depending on the level of national relations adapts to their realities. Thus, it

contributes to the overall development of the cultural globalization process, brings about the same effects, unites all the participants of the process, smoothes the differences in cultures and ideologies and hides the existing inequalities. High technologies are at the center of the modern world, and communication technologies are becoming the epicenter of cultural changes. Therefore, the mass media strives to constantly improve the communication technologies that they use to ensure the interaction of cultures on a global scale. At the same time, they have the ability not only to change culture, but also to invent and promote a completely new culture in different social systems.

In this regard, the mass media can be considered monopolistic technological institutions, N. Postman called them "technopolies". As mass media have replaced centuries-old national cultures with their own creations in the process of globalization, many ancient languages that are one of the main components of culture (for example, the Archaic language in South America and a number of ancient languages of the Canadian peoples) have disappeared. many examples can be given. Another aspect that has been affected by media and technological advances in cultural fields is the notions of time, space, and human relationships. Just-in-time (JIT) technologies, or information streams, have changed the perception of the "newness" of real-time broadcast news. Geographical distances have long been insignificant in modern communication systems, a similar situation has formed in contractual and impersonal human relations. The

increase in the number of mass media and ensuring their diversity has led to a reduction in direct communication between people. In ancient times, language, distance and context were considered important issues in the process of communication, however, the modern use of fast or slow means of communication and their diversity is a decisive factor in the mind of a person and plays a key role in his communication. Today, mass media play a major role in the process of globalization, which is the final result of cultural changes. The mass media, cultural spheres represented by the Frankfurt School produce culture that contributes to the spread of the globalization process and the achievement of its goals, to the transformation of existing national cultures or to the introduction of a radically new culture. Values are the defining element of culture, its core. Culture is a unique type of social mechanism that reveals, regulates, preserves and transmits values in society from the point of view of value. The integrity of culture always includes the synthesis of universal values and national culture. One of the most amazing features of culture is that it can develop and maintain its national identity with any progress in the assimilation of universal values. In the context of modern integration processes, Western culture based on Christianity is strongly influenced by Islam, Eastern culture, etc. The modern world is characterized by the openness of cultural systems, their diversity. In such a world, life becomes more interesting and finding answers to challenges is easier.

In short, the culture of modern society is a collection of the most diverse layers of culture, in other words, it consists of the dominant culture and subcultures, even counterculture. The 20th century was called the century of "ecumenical meeting" of peoples and cultures. The values of one culture cannot claim universality. Cultural differences create certain psychological, economic and political obstacles in solving global, universal problems. Communication of cultures helps to overcome potential and real conflicts. The cultural environment is changing rapidly and is becoming more and more diverse.

Cultural diversity is an important condition of human society that has arisen as a result of cross-border migrations, special cultural identity of national and other minorities, the result of globalization, the growth of mutual relations in all regions of the world, and the achievements in the field of information and the development of communication tools.

More and more people live in a "multicultural" environment and are forced to manage their multiple cultural identities. Cultural diversity has economic, social and political benefits that must be developed and properly managed. On the other hand, growing cultural diversity creates new social and political problems, often fear and denial.

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