

**ROLE OF MASS MEDIA AND INTERNET JOURNALISM IN SOCIETY****Hazratov Nurali***Independent researcher, Karshi State University Uzbekistan, Karshi***ARTICLE INFO.****Key words:**

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**Abstract**

This article discusses the types of mass media, their importance, and the journalistic approach, including the role of Internet journalism in society.

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All over the world, out of respect and admiration, the mass media is often referred to as the Fourth Estate, an abstract and lyrical concept. Because the media has no command mechanism or authority to correct someone's mistakes. For example, if an organization does not pay people's monthly wages, deviates from the labor code, or someone violates the law, it cannot punish him or issue an order to correct the error. However, the press has the right to draw the attention of the legislative, executive, and judicial authorities to a problem, issue, or event.

Although the term "fourth power" is considered an abstract and lyrical term that expresses the extent to which the press can influence the social opinion in the society, the mass media can attract the public's attention to the political and social process taking place in our society and arouse a sense of involvement in it, which is its task and its right. The right is also sufficient. In return for this right and right, he demands that the three authorities in the state management system work in a situation dependent on him, that is, the press. If, on the contrary, the press is dependent on the three powers, then there will be no development in the state. In this situation, the state system cannot get out of the swamp of corruption and may be in disarray. There are many examples of this from history.

Literally, there has never been an independent press. In all countries of the world, mass media work in a state of dependence on established political or economic forces. At least it acts and interprets the matter according to the world view of the owner or according to the wishes of the funder.

For example, there are mass media that try to show their personal enmity, destructive opinions, worthless, negative conclusions, as if they are the public opinion of the people of Uzbekistan.

All over the world, it is very important who or which news agency covers the news first. Who would like it if the journalists of some other country interpreted our internal political and social problems according to their dimensions and made a fuss from the outside? With hatred, sometimes with anger, we are upset with "Liberty", VVS, "Voice of America", CNN and other news agencies with the words "provider of destructive things", "creator of ideological attack", "invisible", and we start spreading protests against them.

Therefore, no news agency of any country should be able to release any news or news from Uzbekistan before us. Otherwise, there is a high probability that false, incorrect news will spread. We need to learn

to imagine the consequences and to know in advance how much any kind of false information can harm an individual or our society as a whole. Articles written about various political and social situations are becoming the center of attention not only of Uzbeks, but also of Uzbeks living in different countries of the world. Public debates and discussions are regularly organized in social networks and in foreign publications. It can be clearly seen that the content and essence of the articles appearing in the press of Uzbekistan are written in a completely different form from the previous ones.

For example, our journalists wrote about the recent scandal between the senator and the wedding procession. The president also sided with the journalists. This event showed that a media space of its own is being formed in Uzbekistan. Unfortunately, we did not have such a field before. For some reasons, freedom of speech was stifled in Uzbekistan. A journalist could not tell about the vices and problems in our society. They continued to create on the template of the old newspapers such as "Pravda Vostoka", "Izvestia" and "Komsomolskaya Pravda". How many young journalists, who can confirm with their creativity that they are journalists who can react to the events happening in our society, participated in the recently held Bloggers Championship. This event was not only a victory of talented and potential young journalists, but it was also a celebration of Uzbek journalism. Because the presentation of materials with a content that is drastically different from the articles in previous competitions is actually a victory of Uzbek journalism. Our young men and women who participated in the competition with their articles were noticed and awarded.

20 years ago, it was noted by the world community that over time, the joint development of cable, telephone, television, film, and computer technologies will lead to a "big explosion", penetrate into every field, and become an integral part of human life.

The development of these technologies happened much earlier than predicted. Humanity has already discovered and lives in the virtual world. Media, among other industries, is no exception.

Since the registration of the "Uz" domain on April 29, 1995, the number of websites hosted on it has been increasing year by year, and it should be noted that new areas are emerging in the Internet[1].

As we live in an age where every day is rich in news and covers different changes from day to day, it is impossible to avoid any event, or at least not to hear about it. It is no exaggeration to say that the mass media is helping us in this. The daily rise of mass media, the introduction of various news and the manifestation of its new aspects cannot fail to have an impact on the society. After all, in some ways, the media is running society. Today, it is no secret that this system has taken root very widely. In particular, print media, television journalism, radio, including internet journalism, which is currently the fastest network, can be a clear example of this. Print media can be said to be the media with the strongest analysis in terms of delivering news to us. In general, newspapers and magazines can always cover current topics. But we cannot call them fast. In addition, one of the broadest sectors in this system is television journalism. This direction includes various programs (informative, entertaining, analytical, etc.) All of them have their own legal rules and are slightly different from each other. In relation to these two directions, the radio field is a free system. Now, as mentioned above, let's think about the fastest and currently very widespread network of Internet journalism.

In 1969 - 1970 - the foundations of the Internet were created and it was mainly used in the military sphere, and by 1980 - 1990 - years, this system went on the path of development. In general, it is no secret that the Internet world has become the fastest and most popular system today [2].

Since the 80s of the 20th century, it has been considered as a children's pastime. The emergence of computer games created the basis for this. In particular, as a result of the wide spread of e-mails, it has become common for any person to be anywhere, to distribute any amount of information and to have the information he wants in a short period of time. This gradually became the basis for the creation of Internet journalism and its rapid development. To this day, this momentum continues to grow. In general, this is a convenient tool for the intellectual class. It is not difficult to understand that the need

for print media, radio and television has decreased due to the proliferation of Internet journalists, bloggers and various sites. After all, the speed of information transmission of radio and television journalism could not keep up with the Internet. But this does not fully justify cyberjournalism. Because the level of information transfer is fast, not all of them are analyzed. That is, on the Internet, any person has the opportunity to spread the information he wants, and the messages he spreads do not pass any checks. That is why "fake news" is spreading a lot. Our informed society is being deceived by these messages. Let's say that a person is posting his personal thoughts on his personal site, but his site has not yet acquired the status of mass media. In addition, he is completely ignorant of the field of journalism. When you use the Internet, check the source you are using, how reliable the information is, and use official sites whenever possible. After all, some people posing as fake journalists on the Internet pose a threat to our society. But, of course, there are also people who have established their real journalistic activities in the Internet world. They are carrying out their activities following the rules of journalism. Nowadays, the role of Internet journalism in keeping up with modern information, learning, transmitting and improving it is extremely incomparable. At this point, a question arises. - What is good Internet journalism? What makes it important to us?

In order to answer the question, it can be explained with tariffs as follows.

It consists of the continuous collection, processing and distribution of popular information on a global scale through the Internet, which is the main information channel, and it is one of the means of mass promotion and propaganda. The information disseminated by him, in the language of the university, has its own "audience", it should be able to socially guide public and worldview ideas, modern reality, the laws of diversity should be able to provide information about the main laws governing the political and economic development of society.

Information is a tool between journalism and its audience, which should serve to solve the various problems that journalism as a political institution has set before itself. The term "Mass Media" is also based on this.

What kind of innovations and advantages does internet journalism have over regular journalism?

Interactivity. Such a feature is embodied in the Internet technology itself, in which it provides its versatile "networked" communication.

Professional approach. In doing so, it allows each student or group to take into account their own personal views, opinions and requirements.

Orientation to the press. In this case, each student can get the information he wants, as much as he wants, and learn and analyze it as much as he wants.

Instantaneous. The advantage of this is that, in addition to the extremely high speed of data transfer, the necessary information reaches the place of transmission quickly and at the same time with high quality. This is key.

Dimensionality. This allows readers to quickly and conveniently determine the importance of this or that information and expands the possibility of using it.

Agreeableness. This means the ability to quickly and conveniently update the information page, taking into account the opinion of each visitor.

Thrift. Despite the high cost of providing information on the Internet, the necessary information reaches each student faster and cheaper than paper information, and most importantly, it is of high quality. Among the currently created Internet journalism pages in our country, there are those that can meet such requirements and those that cannot. In this regard, it would be appropriate if standards, training centers and many sites were created in order to improve Internet journalism [3].

So, Internet journalism is becoming a means of manipulating people on a global scale. On the one hand,

the mission of leading the masses, and on the other hand, of seduction is gaining momentum.

### **Referencies**

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