

## MASS MEDIA

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**Annotation:** *Mass media refers to media technologies used to disseminate information to a wide audience. The key function of mass media is to communicate various messages through television, movies, advertising, radio, the internet, magazines, and newspapers.*

**Key words:** *Education, technology, internet, magazines, newspapers, mass media.*

## INTRODUCTION

Mass media refers collectively to all media technologies that are intended to reach a large audience via mass communication. Broadcast media (also known as electronic media) transmit their information electronically and comprise television, film and radio, movies, CDs, DVDs and some other devices like cameras and video consoles. Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

The role of Mass Media. In our society, mass media plays a crucial role. Mass media is a medium that brings news, entertainment, and cultural and educational programs to millions of homes. Mass media is classified into two categories: Print media and electronic media. Print media includes journals, newspapers, magazines, etc., and electronic media consists of the internet, TV, movies, etc. Some primary resources through which we get information are reading newspapers and magazines, listening to the radio and watching TV.

Radio, television, cinema and press are expensive forms of media run by private or government-run institutions. The main focus of these institutions is the idea of mass production and mass distribution. Among all the mass media tools, TV is the most popular. We have many channels to watch various shows, films, sports, plays, and educational and cultural programs.

Compared to other mass media tools, the information published in the newspapers is different. It publishes information about the latest happenings nationally and internationally. Some magazines and newspapers cover news, events, and reports on sports, cultural life, education, fashion, and entertainment for youth.

By watching TV or listening to the radio, you can upgrade your history, literature, and cultural knowledge and even learn foreign languages. Mass media includes cell phones, the internet, computers, pagers, emails, and satellites in today's world. Information can be sent from a single source to multiple receivers through these mediums.

Other mass media tools such as books, magazines, pamphlets, books, billboards, etc., also have equal significance as the reach of these mediums extends to a massive number of masses.

**The Function of Mass Media.** One of the primary functions of mass media is the dissemination of information. Mass media circulates information and opinions about various events and situations to mass audiences. The information we get through multiple mediums of mass media is subjective, objective, secondary and primary. As an audience, we get informative news about the happenings worldwide via mass media. Media broadcast information on TV, radio, newspapers or magazines. Moreover, advertisements are also mainly for information purposes [2;90].

The most prime and obvious role of the media is to circulate news that can help people educate themselves on what is happening around the world. From political news or crime news, the media includes every type of news so that every individual is aware of the world they live in. Media, the plural of medium, broadly describes all channels of communication, including everything from printed paper to digital data. Media comprises news, art, educational content, and any form of information that can reach or influence people, including television, radio, books, magazines, and the internet.

Mass Media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth [3;12].

**Importance of Mass media in Education.** "Education today, therefore, has a far greater responsibility than it had ever before. It has to meet the demands of a dynamic world which change its character every day. Contemporary education has to be more comprehensive and complete than it was ever before. The role of the various agencies of education like home, society, community etc. has consequently increased, so has the role of the mass media like television, radio, cinema, newspaper increased." [1;67] So now-a-day, press, radio, cinema, television, etc. are becoming more and more important in an individual's life.

Every day, we listen various talks, discussions and debates from radio. These are extremely important and useful for the students. Especially for the purpose of teaching, many programmes are broadcast over the radio. So radio acts as a great recreational and education force. It broadcasts scientific and cultural facts. It enlightens public opinion. It stimulates curiosity and interests.

The educational programmes are broadcasting by the expert teachers with effective methods which demonstrate new ideas and approaches to classroom procedures. Programmes are especially designed in-collaboration with the experts for different age groups in the schools.

### CONCLUSION

All in all, while it is an effective tool, we must also check its consumption. In other words, it has the power to create and destroy. Nonetheless, it is a medium that can bring about a change in the masses. Thus, everyone must utilise and consume it properly.

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