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# ИННОВАЦИИ В ТЕХНОЛОГИЯХ И ОБРАЗОВАНИИ

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**СЕКЦИЯ «ФИЛОСОФИЯ И МЕТОДОЛОГИЯ  
НАУЧНОГО ПОЗНАНИЯ»**

**УДК 101**

**CHANGES IN MEDIA CULTURE AND HUMAN THINKING**

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We all know that the socio-cultural significance of the third millennium is directly related to the globalization of the world economy, the informatization of society, the rapid development of science, technology, various media and civil society, and the change of spiritual values. Today, the incredible influence of mass media on our lives can be seen in all aspects, and it is no coincidence that the 21st century is called the global information age. It is clear that information technologies are so penetrating into people's lives that they cannot be excluded from the general cultural context. At the same time, it must be recognized that the negative impact of media information on consumers is increasing. Currently, the flow of information is mainly carried out through media channels.

Media - Latin media, medium - means medium, intermediate, medium [1], as well as traditional (print, radio, audio, cinema, television) and modern media (video, mobile phones, CD, DVD, computer, Internet). In the age of an informed society, everyone from the first days of his conscious life should be able to independently search for the necessary information, learn to creatively relate to what he saw, read and heard through media channels, critically analyze and evaluate media texts.

Just as something new has emerged as a result of everything, with the development of media, the concept of media culture has also emerged. This concept was formed in the twentieth century under the influence of mass media.

Media culture refers to the general influence and intellectual influence of the mass media (mainly television, as well as the press, radio and cinema) not only on public opinion, but also on tastes and values [2]. Another alternative definition of media culture is "image culture" [3].

Media culture is the main criterion for determining the level and usefulness of any image, information and information provided by the media.

The increase in the number of TV channels in our country is certainly encouraging. Because this is a sign that the media sector in our country is somewhat developed. But we have to ask whether all these TV channels provide the population with high-quality information, data, programs. We don't think everything is fine. Sometimes we see shows that do not fit into our national mentality, undermine our culture, and are spiritually dangerous. This is a very sad and ur-

gent problem. Such shortcomings in our national TV channels indicate that we still have not developed a media culture. How can we fight the forces that negatively affect the consciousness, culture and spirituality of our people through foreign TV channels without reforming our national TV channels? Especially now, when private TV channels in our country have come a long way. The fact that low-quality films, uncoordinated shows, undignified clips, advertisements and the like are distributed free of charge is one of the greatest harms to our national spirituality.

The formation of people's media culture to combat such media threats remains an urgent problem. We cannot regulate the entire media sector by regulating national TV channels controlled by national media. Because now people are watching not only national TV channels, but also foreign TV channels. In addition, most of the population uses the Internet. We cannot control the information that is distributed on the Internet, social networks, on various sites.

In the fight against such threats, it is important to develop a broad outlook and criticism in people. When we say "critical attitude" to information disseminated through the media, we do not mean criticism of anything, but a critical analysis of the information provided to us, determining the reliability of this information, finding manipulative elements in it. Under the strong influence of the media, our youth, who do not have enough life experience to distinguish between white and black, are vulnerable to negative and destructive information. To prove our opinion, one of the most popular media - if we look at TV shows, one of the favorite genres of viewers - are western series. Of course, there are those who have a certain educational value, but life shows that there are also those who do not correspond to our national values and traditions, and in many cases completely contradict our identity and mentality. A series that is broadcast on satellite and cable television based on real life situations." In fact, most people in the West do not support such ethics. Another example: why are so many parents who are not indifferent to the fate of their children's upbringing skeptical about the benefits and safety of foreign-made cartoons? Where should parents get a sense of excitement when our children watch such cartoons?

We all know that television is one of the main sources of our daily information. Music videos for the songs are currently being broadcast on many channels. Of course, there is nothing wrong with this – young people spend their leisure time listening to music and watching music videos. Unfortunately, we see that the clips broadcast on these channels, the way young people dress, the meaninglessness of the songs, the behavior of the presenters and the words they use contradict our national values.

One thing that we can observe in recent years is that Western filmmakers are trying to promote the ideas of violence, cruelty and obscenity in their films and thereby attract viewers to the screen. According to the researchers, the development of high-level, deeply plot-driven, creatively labor-intensive, truly artistic, artistically high-level films requires long-term, highly effective acting

skills from the cinematographer. Of course, this approach is economically unprofitable for filmmakers trying to make a high profit. Instead, they pursue their goals by attracting the attention of an artistically and socially undeveloped audience through films that include scenes of battles, wars, shootings and violence. Such films inculcate cruelty, violence and evil in our youth. One of the main causes of youth crime in many countries of the world is the increase in violent scenes on screens.

Zbigniew Brzezinski, a well-known American political scientist, writes: "In the field of culture, America is especially attractive among the youth of the world. This gives the United States a political influence that no other country in the world has. In particular, American TV programs and films occupy three quarters of the world market. His popular music, the interests of Americans, their eating habits and even the way they dress are imitated all over the world." There are many propaganda tools in this regard: advertising, the press, the Internet, cinema, television, and so on. It is clear that television does not mobilize its resources for education, on the contrary, it promotes the most negative models of social behavior... Dependence on advertising - critical thinking in adolescents limits abilities and encourages aggressive behavior. According to the electronic journal [Sessionmagazine.com](http://Sessionmagazine.com), the number of sexually explicit programs in US television programs almost doubled between 1999 and 2000 compared to 1997-1998: every tenth program showed sexual intercourse, 7% of music videos were on this topic. It was found that two-thirds of all Hollywood films of 2001 belong to the same genre. Even if a child is affected by one scene of beatings, prostitution, violence and war, by the age of 14 he can see at least 4,000 horrifying shots.

The fact that three topics in the information market today are constantly giving priority to S-S-S and that the market is growing rapidly as a major commodity is of great concern to US scientists in the field of information security. Making money illegally, pornography and criminal news today educate not only information companies, but also consumers of information and tastes, respectively. The fact that such alien ideas and information disseminated on the Internet are accepted by young people, and its consequences, worry people all over the world. This means that in addition to the positive impact of the continuous flow of information on the consciousness of young people, there are also a number of negative impacts. In particular, information promoting various destructive ideas can undermine the mentality of the people, aesthetic tastes and moral foundations of youth; Violence, religious extremism and subversive activities, wars and murders, sites promoting suicide and pornographic images, seduction, pornographic films, alcohol, tobacco advertising, youth are likely to negatively affect its consciousness and force him to destroy his life; this can lead to the influence of foreign ideologies and cultures on the public consciousness of young people in terms of information security. Let us conclude our conclusion with the opinion of the German philosopher Gustav Lebon. He identified four main ways

of influencing human thinking: absorption, transmission, imitation and persuasion. Today, attackers, groups, organizations and states use these methods to influence people's consciousness. And the media did it. In short, if we don't develop media culture, we will continue to dance to someone's tune.

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