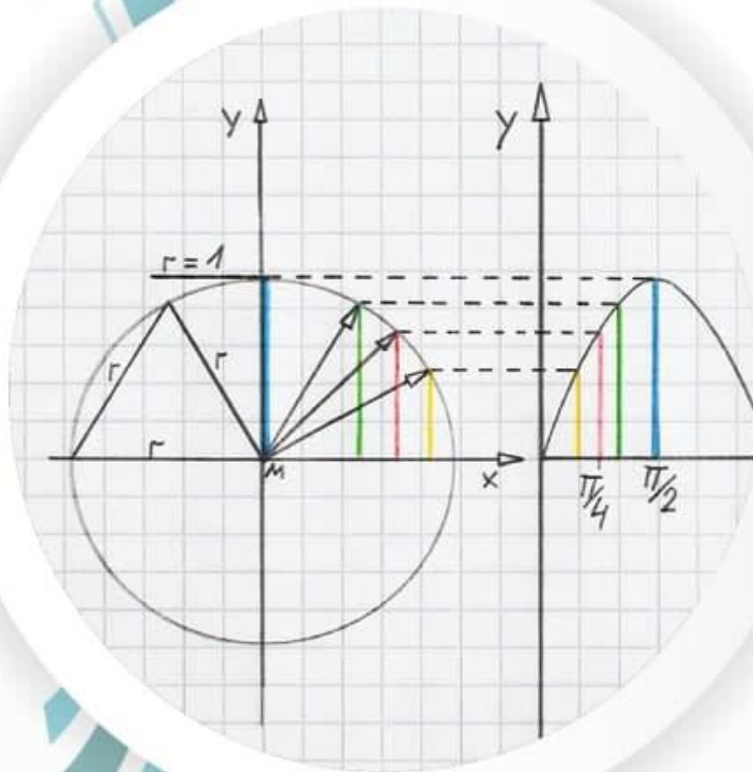


INTERNATIONAL JOURNAL OF
ENGINEERING MATHEMATICS



Publisher: Faculty of Engineering,
Zagazig University Egypt

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THE IMPACT OF THE MASS MEDIA ON YOUTH LIFESTYLE

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<https://doi.org/10.5281/zenodo.6842033>

Abstract. The article considers the current state of the information space in Uzbekistan and the impact of the media on the formation of the lifestyle of the younger generation. The features of modern mass media are analyzed, the forms and degree of information impact are determined. The article shows both the negative and positive influence of the media, taking into account the functions that they perform in society. The author comes to the conclusion that the lifestyle of the youth of modern Uzbekistan is formed under the influence of many factors, among which the state is an outsider, but the role of the media is defined as dominant among other social institutions, which can lead to very ambiguous consequences.

Keywords: lifestyle, youth, mass media, values.

The changes that have taken place in the sphere of social structure in recent decades are truly revolutionary, their main feature has been the general penetration of the information aspect into all spheres of life. The most important consequence of the ongoing transformations was a change in the worldview of people. Scientists believe that changing the worldview is the most complex process, quite inertial, but at the same time affecting all other areas of social development, changes in which become irreversible.

Media messages can have a negative or unhealthy influence on teenage behaviour and attitudes in certain areas, including body image, health and citizenship. Your child's body image is influenced by social media, other media and advertising.

Most modern researchers say that modern Russian society no longer has a single value core, which includes the basic norms for all civilized cultures and the values characteristic of Russian culture. This is a consequence of a complex of various factors that manifested themselves in the course of transformational processes. These processes are carried out under the influence of Western models, which, according to scientists, is expressed in "a kind of invasion - the invasion of Russian culture by norms and values alien to it through the controlled "domestic" media with the help of the so-called chronopolitics, when not the organization is put at the forefront. social space, but a process of movement in which almost different epochs and fundamentally different rhythms of evolution are imposed on the masses" [1, p. 288]. It can be argued that at the end of the 20th century, an era of revolutionary transformations began in system-oriented values that have an impact on the formation of a new way of life, and these transformations occur under the influence of informatization and the growing role of information technologies that determined



changes in the political, economic, spiritual spheres of our society. The total influence of information on a modern person, and sometimes dependence on it, and the desire to possess it, has led to significant changes in value orientations, actions and, in general, the psychology of people. Breaking the established foundations inevitably led to a reassessment of values and led to changes in the way of life of the population, which was most evident in the minds of such a social group as young people.

Currently, the problem of the media causes a lot of discussion in modern society, and the media are becoming increasingly important as a component that negatively affects the behavior of young people. There are many other factors, such as the microenvironment, economic instability, the decline of moral values, that affect children and young people and encourage them to commit illegal acts. However, unlimited access to the Internet, the use of a mobile phone in the classroom have a negative impact on the behavior of the younger generation and lead to deviations in behavior. On this basis, it can be assumed that the media contribute to the destruction of the individual as a whole. Under the influence of the media, young people often form informal groups that interact on the basis of principles that are contrary to established social and legal norms. Of course, the process of education in the media is discussed in the family and at school; however, the conflict between the two institutions can cause psychological problems. Thus, the previous discussion deals with the influence of the media on youth development and explores the issue in detail, providing the advantages and disadvantages of the problem.

In the emerging post-industrial society in Uzbekistan, the media play an unprecedented role in shaping the value system of the younger generation, and with the help of various manipulative technologies, they influence the process of shaping the way of life of young people, which takes place in conditions of social anomie, destabilization of political life and a protracted socio-economic crisis [2, With. 76]. Being a social institution, the mass media actively use their potential to influence the formation of the lifestyle of young people and the ways of their integration behavior.

The mass media have taken their place in the daily life of modern man, firmly based in it. If we are talking about young people, today it is difficult to find a person who is able to refuse the presence of television and especially the Internet in his life. Watching news, advertising, entertainment programs and shows, serials, as well as horoscopes, weather forecasts, etc., has firmly entered our lives, and a person does not even suspect the influence that this process has on the formation of his life attitudes, behavioral stereotypes, habits, everything that makes up our everyday life. And this formation is directly related to the work of the media.

One cannot but agree with L.N. Rybakova, who argues that without state support, the spiritual basis of society is formed by the media, subject to the founders, who use information broadcasting bodies to broadcast their own limited (social status, worldview, personal experience, responsibility to sponsors, etc.) values. As a result, she writes, we have a crowd of "stars" and "style icons" that demonstrate personal consumption levels - cars, clothes, accessories, other people's services. One



gets the impression that the spiritual "strings" of society are formed and dictated by the glamorous community: an overseas villa, foreign educational institutions, overseas shopping, songs in a foreign language, Hollywood "style icons" and cult works, imported sex symbols, etc..

Of course, one cannot speak only about the negative impact of the media on the way of life, the formation of habits and values of young people, this would be a one-sided approach to the existing problem. The mass media have a social, cultural, psychological impact on society, shaping the needs of people, and these needs are not always associated with the possession of material goods (although we do not exclude this). These can be needs aimed at self-development of a person, his self-education (for example, there are a large number of educational lectures on the Internet), raising the cultural level (Culture channel), forming attitudes towards a healthy lifestyle, motivation to achieve goals. In addition, being the main source of information, and today also the main means of communication, the media traditionally perform important social functions, including communicative, educational, broadcasting and socializing functions. But the question arises whether these needs are satisfied by the mass media, and is their influence directly on the personality of a young person and his life-meaning attitudes so great? Indeed, even in the era of censorship on radio and television, negative trends in the lifestyle of young people were present, not everything was so rosy. Therefore, noting the positive impact of the media, and especially the Internet, on young people, it is necessary first of all to analyze the negative impact they have on the main part of the younger generation. Moreover, the results of numerous surveys confirm that under the influence of the media, children and adolescents develop aggressiveness. Moreover, computer games and modern cinema form the greatest aggressiveness. Thus, according to the results of a study conducted by Krasnodar scientists, the majority of respondents (41%) believe that the media form in Russian children and adolescents mainly negative feelings and attitudes towards people of other nationalities, which is a serious problem for the multi-ethnic society of Russia and can become one of the causes of conflicts among young people.

Mass media resources have great potential for controlling the minds of a generation of young people and influencing the direction of shaping their way of life. Even Pitirim Sorokin listed "sides of people's behavior" that "exhaust the entire way of life of the individual." And today, sociologists, using the term "way of life" mean the totality of forms of behavior of the individual, his activity in the industrial sphere, everyday life, areas of social, political, cultural, leisure and scientific spheres, as well as the satisfaction of social and individual personal needs. All these forms of behavior are formed under the influence, on the one hand, of socio-economic and political conditions, and on the other hand, mentality, traditions, customs, and identity play a significant role in them. Based on a large number of factors influencing the formation of a way of life, this definition can be understood as both conscious and spontaneous construction of life based on value and worldview



guidelines, mentality, etc., as well as under the influence of external factors, which in the era of information civilization are means mass media.

It is they who today have a decisive influence on the stereotypes of behavior, strategies and attitudes of the younger generation. The mass media, as one of the most important social institutions of our time, have a serious impact on the formation of the lifestyle of young people. However, in the formation of youth policy, the leadership of Russia at the end of the last century, and at the present time, does not pay enough attention to the regulation of this particular function of the media, especially television and the Internet, and the press (especially glossy magazines). The position of the media depends on the values that are formed in the youth environment, therefore, new approaches are required to organize interaction between the state and the media, including in the field of counteracting negative information influence [2, p. 77]. Of course, political and economic elites are fighting for increased influence in the media and for dominance in the information space. However, it should be noted that in modern society, the activities of the mass media most often have a dysfunctional and destructive character, thereby creating a completely different, new hierarchy of motives and needs. We see a rapid and radical change in values, the formation of new ideas and, as a result, a change in lifestyle. The systemic crisis of the 90s of the last century, which engulfed all social institutions, led to the fact that the decisive role in the socialization and shaping of life attitudes of the younger generation began to be played not by the family and school, and even more so, not by the state, but by the mass media. This role turned out to be so great that using communication strategies, the media practically formed a scale of false spiritual values, changed ideas about socio-political, economic, spiritual processes and manipulated the behavior of young people. Modern sociologists write about the influence of the mass media on the formation of political views of young people: “the information pressure of certain mass media, which makes it difficult for young people to form autonomous and independent political opinions, makes them more and more susceptible to the influence of populist-type leaders, organizers of radical extremist movements. By manipulating the unformed consciousness of young people, it is possible to achieve its transformation into either an aggressive or a faceless, politically indifferent mass. The same can be said about economic, social, religious, cultural views and attitudes.

In connection with the active use of mass media resources by young people today, it is important to analyze the impact of the bulk of information sources on the younger generation. In particular, in the sphere of the spiritual life of society, threats associated with the ongoing propaganda of a consumerist lifestyle and a large number of scenes of violence and cruelty on Russian television present a great danger today [5, p. 100–101]. The uncontrolled Internet contains threats to users, primarily children and youth, associated with the expansion of the distribution of aggressive content [7, . 86]. It is impossible to ignore the negative role of the increased influence of social networks on young people, the story of Varvara Karaulova and others vividly testify to the negative consequences of “life on the net”. This should be the



subject of close scrutiny in order to prevent or minimize negative consequences. The results of the research show that the formation of the image and lifestyle of young people is influenced by the media, which, unfortunately, often negatively affect the consciousness and behavior of a young person. This is manifested in the fact that the mass media today do not form stable systematic ideas of young people about values, the picture of the world they form is fragmentary and is mediated by the political and economic forces that stand behind them with little state participation. It can be concluded that the lifestyle of young people is formed under the influence of modern media, the analysis of which shows the fragmentation and unsystematic nature of their policy of forming value attitudes, or rather its absence. Characteristic of the present time can be considered the insufficiency of the use of modern information channels by state bodies to form young people's loyalty to Russian values, to educate and strengthen universal human values, to develop an active civic position that forms a positive lifestyle among young people.

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