

CONTEMPORARY PROBLEMS OF FORMING PUBLIC OPINION

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Аннотация: В статье рассматривается функциональная интеграция медиаинформационной системы в условиях бурного развития медиаинформационного сектора и формирования общественного мнения через него, а также либерализации деятельности прессы, радио и телевидения и становления основ гражданского общества.

Ключевые слова: Медиаинформация, демократические свободы, гражданское общество, медиаинформационная система, интеграционные технологии, программа;

Abstract: This article discusses the functional integration of the media information system, the liberalization of the press, radio, and television activities, and the establishment of the foundations of civil society in the rapid development of the media information sector and, through this, the formation of public opinion.

Keywords: Media information, democratic freedom, civil society, media information system, integration technologies, program;

Introduction; Since the day Uzbekistan gained its independence, a path of development has been chosen that is unique to us and similar to world standards. Public relations have become an important social institution in the management of the state and society. One of the important priority areas for the further development and qualitative renewal of our society is the implementation of democratic principles that ensure human rights and freedoms, freedom of speech



and the press, as well as transparency and openness of reforms being carried out in society, not in words or on paper, but in practical life.

Main part; Public opinion - a form of public consciousness that includes hidden or open attitudes towards social events, the activities of various groups, organizations and individual individuals; it is manifested in the approval or condemnation of certain social issues, determines the behavior of individuals, social groups and certain norms in social relations. It operates both within society as a whole and within various social groups. The activity and significance of public opinion are determined by the structural nature of society, the level of development of productive forces, culture, democratic legal norms and freedoms. In the formation of public opinion, the media information system plays a major role. Media information is a set of knowledge and information that arose as a result of the development of social, economic natural sciences, the science of thought, and the experience accumulated by people in the course of their practical activities. Living in a flow of information, a person turns to more and more evidence and figures in order to analyze, observe and reflect on the interrelationships and nature of various events, phenomena and processes. Thanks to information, theoretical knowledge is combined with practice. It is known that the issue of ensuring transparency and openness in society is directly related to the level of development of methods for studying public opinion. Further democratization of our society and the formation of civic institutions depend, first of all, on the growth of political activity of the population, on how actively it participates in political, social and state life. Debates are mainly at the heart of public relations. It is advisable that debates between political parties be conducted on a serious, professional and practical basis. At the heart of these ideas is the idea of paying serious attention to the opinions of people and the problems that concern them. Public relations play a very important role in finding solutions to any problems and issues. The role of the media in developing public relations is incomparable. Taking into account the



diversity of opinions, the media is required to more actively cover the domestic and foreign policies being implemented in our country, as well as events taking place in our country and abroad. The world's leading Based on the experience of countries, the improvement of the national system of personnel training and retraining is of great importance in the system of measures aimed at improving the quality and level of activities in the information sector. Research methodology. An information society is a society in which the majority of those working are engaged in the development, processing and use of knowledge, which is their specialty and its highest form. Scientists cite the following typical examples of an information society:

- the problem of information crisis will be solved, that is, the contradiction between information scarcity and information abundance will be eliminated;
- priority of information over other resources is ensured;
- The main form of development of the national economy is the information economy;
- The basis of society will be the automated collection, processing and use of knowledge based on modern information and communication technologies;
- information and communication technologies are becoming global, covering all aspects of human activity;
- information unity of all human development is formed;
- a "new" economy is emerging based on information and communication technologies;
- free access of everyone to all information resources of development is realized on the basis of mass media. Analysis results In the next 20 years, information exchange may become almost free. The transition to digital communication technologies will lead to the convergence of data transmission, information distribution and other information services and will open up new opportunities for global networks. New technologies will create an opportunity to



overcome various obstacles to development. For example, the distance education system can be a vital addition to its traditional methods. The emergence of a large information flow in the information society is justified by the following: - a rapid increase in the number of reports, dissertations and other documents describing the results of scientific research and experimental and project work; - a constant increase in the number of periodicals in various fields of human activity; - the emergence of various types of information that are usually recorded on magnetic tapes and do not fall within the scope of communication systems. As a result, an information crisis will arise. It is manifested in the following: - conflicts arise between the limitations of a person's ability to receive and process media information and the existing powerful flow of stored information arrays; - a large amount of information overload occurs, which makes it difficult for the user to receive the necessary information; - to a certain extent, economic, political and other social barriers arise that impede the spread of information.

Results and Discussions; The work of public-minded firms and companies is now becoming increasingly professional. A closed public is a firm, company employees united by service relations, traditions, corporate responsibility, subject to official discipline. Such a community of people is called a social community. An open public is a broad mass of consumers of goods and services, various audiences of the media, ideological participants of political movements, parties and factions. In the modern conditions of a market economy, one cannot ignore the contradictory nature of the mass consciousness, which is characterized by passivity, patience, fear of those in power and at the same time emptiness, thirst for positive changes. On the one hand, our society is striving for radical market reforms, on the other hand, it is burdened with traditions that have an objectively conservative character, along with envy of those who have flourished due to their strength, energy, and ability to work. Initiative, entrepreneurship, healthy ambition, confidence in one's own success - the main components of market consciousness.



In the conditions of the transition to a market economy and the rapid complication of everyday life, the importance of public opinion is especially increasing. The intensification of competition forces the management of any corporation to form a positive attitude towards business in the public consciousness, therefore, the need to appeal to the public is increasing. Thus, there is a need for professional advice on how best to present the organization, the idea of a marketing project, by what means. For spontaneous events, as a rule, a hero is needed, and for organized ones, a celebrity. A hero is known for his deeds, a celebrity for his image or trademark. The hero created himself, the celebrity is created through the media. The hero is used to create a more prosaic image, embodying some kind of high ideal, a celebrity performs purely pragmatic functions and serves everyday goals. Strengthening competitive positions, increasing corporate influence in the target segment and market stability. Indeed, if a person did not have the ability to stereotype, generalize, simplify, schematize the surrounding reality, he would not be able to quickly navigate the constantly growing flow of information, moreover, it is constantly becoming more complex and more intense. This opportunity is provided by the ability of the human brain to develop generalized ideas about phenomena and facts, which are formed on the basis of previous knowledge about the individual and new information coming to him. In order to be understandable and understandable for a large part of society or a separately selected part of it, stereotypes (these can be judgments that take the form of certain assessments, concepts) should not be too multifaceted and diverse. They should be abstract from details that are accessible only to specialists and convey the essence of an event or phenomenon in a word, sentence, picture that is understandable to all or most people. The degree of truthfulness of assessments or judgments based on stereotypes (images) by a person is directly proportional to the depth of his knowledge of the sphere of life in which they were formed. Here it is very important what content is hidden behind the stereotype, how deeply he understands



the important interrelationships of phenomena, typical features, how realistic and understandable the stereotype is. In modern Uzbekistan, such a stereotype can be considered, for example, a widespread superficial cliché, such as “market - prosperity”. It is not so difficult to come up with such stereotypes, since they cover only the most expressive and attractive - those that have an external impact and strongly “hit” on the emotions, causing a violent reaction in the majority. But this pays less attention to how complex the market is and how difficult it is to civilize it. Thus, the stereotype, and this, as noted by V. Lippmann, is based on certain laws in the functioning of the human psyche. Everything is connected with the interests to which these patterns are applied. W. Lippmann, in particular, stopping at the place of stereotypes in influencing public opinion, noted that the reader studies not only news, but also news that has an element of suggestion, which suggests how to perceive them. He hears news, but not objectively, like facts, but stereotyped in accordance with a certain set of actions.

Conclusion; In conclusion, it can be said that in order to mobilize people to solve socio-economic and spiritual problems, it is necessary to collect, process, organize and promptly deliver relevant information to people. For this, it is necessary to implement a program of informatization of society and introduce advanced information technology. The phenomenon of public opinion has always aroused the closest interest among researchers. They expressed many ideas about the role and significance of public opinion in state administration and public life, the high status of the “voice of the people” in political activity, its contradictory nature, its dependence on public opinion. The social structure of society, the interests of various social communities, strata and groups, the dominant value system, etc. At the same time, as the well-known researcher of this phenomenon, MK Gorshkov, rightly noted, the views of various scientists on public opinion could not be transformed into a truly scientific concept that would comprehensively and adequately interpret this phenomenon. In addition, with the



variety of literature devoted to the study of public opinion, the level of its scientific understanding is also assessed differently. This fact is due to at least two reasons. First, the essence, nature, mechanism of formation and manifestation of public opinion are very complex, since they are determined by numerous, diverse and contradictory, rapidly changing socio-economic, political and spiritual factors, which is especially characteristic of the current state of all aspects of the country's social life. Secondly, the diversity of assessments and understandings of the essence of public opinion, the mechanisms of its formation and manifestation are explained by the fact that each of its users seeks to form his own understanding of this mental phenomenon, to single out its content. precisely that part that he considers to be the main one. This fact is due to at least two reasons. Firstly, the essence, nature, mechanism of formation and manifestation of public opinion are very complex, since they are determined by numerous, diverse and contradictory, rapidly changing socio-economic, political and spiritual factors, which is especially characteristic of the present era. Secondly, the diversity of assessments and understandings of the essence of public opinion, the mechanisms of its formation and manifestation are explained by the fact that each of its users seeks to form his own understanding of this mental phenomenon, to single out its content. precisely that part that he considers to be the main one. This fact is due to at least two reasons. Firstly, the essence, nature, mechanism of formation and manifestation of public opinion are very complex, since they are determined by numerous, diverse and contradictory, rapidly changing socio-economic, political and spiritual factors, which is especially characteristic of the present era. the state of all aspects of the country's social life. Secondly, the diversity of assessments and understandings of the essence of public opinion, the mechanisms of its formation and manifestation are explained by the fact that each of its users seeks to form his own understanding of this mental phenomenon, to single out its content. precisely that part that he considers to be the main one. The mechanism of formation and manifestation is



very complex, since it is determined by numerous, diverse and contradictory, rapidly changing socio-economic, political and spiritual factors, which is especially characteristic of the current state of all aspects of the country's social life. There is no need to analyze in detail the many existing approaches to defining public opinion as a phenomenon, it is necessary to highlight its main components, which, in our opinion, have been taken into account by researchers, which allow us to reflect its essence, nature and features. Public opinion looks like this: - It is a specific way of existence of public consciousness in the form of an informal mass consciousness of social groups, associations of people connected by common interests, in which their attitude to events or phenomena of social life is fixed; - an integral part of public consciousness, including the attitude of people to socially significant events and facts of social reality; - collective reasoning, in which a reaction to something is expressed (approval or condemnation) based on common interests and will; - this is not just a judgment about something and not even that. It is a specific historical mechanism for connecting judgments with people's actions, a mechanism for translating thoughts into practice.

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