

The Typological Structure Of The Mass Media And Its Role In The Development Of Socio-Philosophical Thinking In Society

Eshbekov Bakhodir

Researcher of the Samarkand State Institute of Foreign Languages

Annotation. In this article is written about the mass media play a special role in ensuring the openness of each country and demonstrating the transparency of its position in the world. The scientific study of their typology in the development of socio-philosophical thinking, the study of integration processes requires certain spiritual values. In the reforms carried out by Uzbekistan, in this regard, the issues of disseminating open information in society, ensuring the freedom of the people, honoring the value of each person, and strengthening the image of the state at the international level are becoming more and more actual every day. It is also necessary to understand the role of ideology in establishing effective media activities in society. This helps each country to take its place in the world community and ensure the freedom of speech of its citizens. Changes in society directly affect the topological structure of the press and create new philosophical thinking and moral immunity among citizens.

In the development of every country, citizens must have the right attitude towards reality in the media. It is important that journalists promote nationalism and universality as part of their professional ethics. Therefore, the release of new solutions in this area in Uzbekistan leads to the priority of transparency of the social environment and freedom of speech in society. In this sense, one of the important issues facing industry professionals requires high philosophical thinking. Deep knowledge of specialists in each field opens a wide path to the management of the modern world.

Keywords: information, national idea, society, social life, spiritual values, philosophical thinking, open information, press, newspaper, magazine, ideology, state, culture, public opinion.

Introduction. The 21st century has brought mankind to an unprecedented stream of innovations. Such updates are actual in any field along with displaying its complex problems brought to light its existence. It is the changes in the sphere of mass media that change the social life of citizens from one stage to another with its typological structure. As a result, “press workers, always looking for something new and striving for something new, quickly and impartially conveying to people the essence of important changes, priority ideas and initiatives, boldly entering into hot spots of life, make a worthy contribution to the development of our country.”[1]. The typological structure of the media, defining the role of society and its social status, along with the requirement to study its form and characteristics, taking into account these aspects, when the press and the media

directly where and how it was formed, its typology structure, the socio-philosophical thinking of society, its role in development is considered very important. In this sense, obtaining information and bringing it to the people through the press was formed and improved as a direct part of the development of society. For example, at first the life of different countries and peoples was studied by ambassadors according to written sources. When questions of mutual cooperation were decided, or when heralds announced new reforms in the government of this country, this process gradually began to be replaced by paper documents. Later, these works were carried out through newspapers and magazines, press or early media.

Literature review

The development of socio-philosophical thinking of society today is directly related to the press. In fact, the press as a new form of human society emerged as a sharp and effective tool of public consciousness, a powerful ideological factor that exerts a constant and active influence, shapes public opinion, conveys information to the population and inspires certain views in their consciousness. The press arose as a force that illuminates various socio-political, spiritual and educational, economic, scientific and technical areas of society. Therefore, in every era, "a person entering the field of the press, whether a journalist or a blogger, must follow these rules"[2]. Only then will the role of the press in society increase, and the philosophical worldview of people will be enriched with new ideas, forming a transparent open information space.

Looking at the history of the press, it began to take shape in Europe in the middle of the 15th century. In this process, the press served mainly as the main vehicle for the dissemination of news and change, knowledge and ideas. At first, printed publications consisted of books, brochures and leaflets, and later, more precisely, at the beginning of the 17th century, it took shape in the form of newspapers, and then magazines. Press agencies began to appear in Europe in the mid-19th century. Gradually, in the twentieth century, such types of media as radio broadcasting and television appeared. However, even during this period, the press gradually expanded its place and position in society and became an instrument that has a constant and effective impact on all aspects of socio-political, spiritual and ideological economic life. This can also be observed in the fact that it is expanding more and more. "As a result of the development of socio-philosophical thinking in people, in an informed society, not only the way of life is studied, but also the system of spiritual values. Instead of looking at material wealth only as a fund, it is important to approach it as a means of cultural recreation and the growth of intellectual wealth".[3]. In this regard, based on the need for public life in society, an important process is to increase the role of the press.

In the course of historical development, a number of types of printing were created by private individuals, public groups (political movements, parties, trade unions, cultural and administrative organizations), joint-stock companies, government agencies and served their purpose. In the early period of printing, printed books and leaflets were widely used in the churches of Europe to promote religious ideology. The secular press was formed and began to develop widely against the background of the increasingly limited influence of the church on the spiritual life of society. Great was the merit of the progressive press in the struggle to establish a progressive social system and democratic procedures. Because "in connection with the mass media and the centers of formation of public opinion, the connection with national values and instilling them in the minds of the younger generation is of particular importance. They are the most effective means of the process of spiritual and educational reforms, which quickly reflect the problems in this regard in various aspects of society. The media, which are considered as the "fourth power", should open a wide way for different opinions and approaches, cause a conscious reaction of people to the updates and changes taking place in our lives, act on the principles of impartiality and truthfulness.[4].

Printing appeared in Uzbekistan in the second half of the 19th century. In particular, "Turkestanskiye Vedomosti" and "Vedomosti of the Turkestan Territory", created in Tashkent in 1870 by the colonial rulers of the country, are the first examples of printing in Central Asia. The first progressive national newspapers in Turkestan began to operate in 1905-1907, such as ("Taraqiy", "Xurshid", "Shuxrat" and others). Their path was continued by the newspapers "Sadoi Turkestan", "Sadoi Fergana", "Nazhot", the magazine "Oyina", published in the 2nd decade of the 20th century. At one time, they became an important factor in shaping the socio-spiritual and political outlook of the population and promoting its ideas of becoming a prosperous and independent country.

"Newspaper of Turkestan" marked the beginning of the formation of Uzbek journalism.

Zakirjon Furkat, Sattorkhan Abdugaffarov, Iskhakhan Ibrat, Mahmudhoja Behbudi and other intellectuals of their time began to publish their articles in newspapers. This served to shape the attitude of citizens living in the country to public life, to encourage them to fight against various kinds of bloodshed and injustice, to expand the ranks of educated people, especially young people. The 90s of the 19th century began to testify to the beginning of a period of development and renewal of changes in the field of printing in Turkestan, renewal processes were observed. It was from this period that the country's first Russian-language private newspaper began its activity. Newspapers "Okraina" (1890-1907) published in Tashkent are the first private publications. These newspapers had a liberal-bourgeois orientation and reflected the interests of Russian entrepreneurs in the country. Unlike the official publications of the Governor General, such newspapers are aimed at providing people with information related to political, economic and literary life, reporting on socio-economic problems in society and finding solutions to them.

During this period, the management of educated, politically mature people created some problems for government of Russia. That is why they tried to resist the rise of consciousness and knowledge of the local population. Instead, the administration of that time prevented as much as possible the creation of periodicals in the national language, serving to raise national self-consciousness and expand the worldview. The proof of our opinion is that until 1906 not a single newspaper in the local language was published in the whole country, except for the only "The newspaper of the Turkestan Region".

Research Methodology

The appearance of the first independent periodicals in the Uzbek language of the activities of the mass media refers to the period of the first Russian revolution of 1905-1907. This process was an important event of historical significance in the life of the inhabitants of the region. Bewildered by revolutionary movements, the Russian government was forced to make

concessions in the field of the press under the shadow of various reforms and to ensure at least partial freedom of speech. The intellectuals of the country took advantage of this and managed to get permission from the Russian government administration to publish periodicals. The first Uzbek periodicals of socio-political and literary content were established in Tashkent. Their organizers, editors and leading authors were mainly the ideological leaders of the Jadid movement that arose in Turkestan at the beginning of the 20th century, and local wealthy industrialists. In particular, Saidkarim Saidzimboy from Tashkent in 1907 founded a special newspaper "Tujur" for entrepreneurs. A year later, such a newspaper ("Turkestan Trade and Industrial Newspaper") was published in Russian. By this time, the movement of Jadidism began to emerge against the growing oppression of the local population by the conquerors. They began to put forward the idea of seeing their country free and free, its development, turning it into a prosperous and free place, ridding the population of illiteracy and building a new society. Scientists and mature people of their time were fully aware that this could be done only and only with the help of the press and its capabilities.

The emergence of the revolutionary national press in Uzbekistan is directly related to the newspaper "Tarakki" published in Tashkent on June 27, 1906. It should be noted that "Sadoi Turkestan" (1914-15) was a newspaper published in its time, which provided materials of various content and ideologically developed materials that influenced the people's consciousness. At the time, it was not easy for them to work. A relatively free and open-minded person could not escape the influence of tsarist censorship. In particular, the newspapers "Tarakkiy", "Khurshid" (1906), "Shukhrat" (1907), "Asiyo" (1908) published in Tashkent were closed by the tsarist administration in Turkestan. At this time, the activities of other publications of that period also ceased due to their financial insolvency. However, the Uzbek press, founded by enlightened people in Tashkent, created the basis for the formation of national identity, language, literature and journalism, despite serious obstacles and traps in its path. "Journalism, which

is part of the national system, is at the same time a unique social institution of society. That is, a system within a system ... "[5].

The February Revolution of 1917 had an impact on social relations in Turkestan, including the development of the press. The newspapers "Population of Turk", "Najot", "Great Turkestan", "Turon", created in 1917, played an incomparable role in increasing the social and political activity of the Uzbek people, developing the movement of national unity.

However, the activities of these publications did not go far. The first party example of the Soviet press in Tashkent was the Russian-language "Our newspaper", the first issue of which was published in April 1917. This newspaper was published on April 12, 1919 under the name "NEWS", since 1922 "The truth of Turkestan". The newspaper "Pravda Vostoka-Truth of the East" was published in November 1924. This newspaper has been published since September 1991 as a socio-economic and socio-political newspaper (established by the Cabinet of Ministers of the Republic of Uzbekistan since 1994).

Analysis and results. Since 1925, after Uzbekistan became one of the republics of the former union, periodicals aimed at different segments of the population: Such as, "Young Leninchi", "Poor farmer", "Red star", "Batrak", "Worker", "Pioneer of the East", "The spark of Lenin", "Uzbek truth" and other newspapers began to print from Tashkent. Reflection of the ideas and ideological views of their time has become the primary and main task of the newspapers.

A period began when any topic directly expressed the ideas and views of the Communist Party, and also created the ideological ground for the total repressions that were carried out throughout the country from the 1930s.

Usmonkhan Eshonkhodzhaev, Abdulkhamid Sulaimanov (Cholpon), Abdulla Kadyri, Ziya Said, Momin Usman, Mannon Romiz, Azam Ayubov, Abulkhay Tadzhiev, Muhammad Hasanov, Faizulla Khodjaev, Akmal

Ikramov, Kasym Sorokin, who founded the press during this period and served its development. Kurban Beregin and other talented journalists and publicists were unfairly slandered as "enemies of the people" and "nationalists" in the press they created and became victims of Stalin's repressions.

During the Second World War, due to the socio-economic situation in the country, the activities of many newspapers were temporarily stopped, and the number of some was reduced. After the war, a new period of economic recovery began. It was during this period that many new publications were launched and developed on the basis of newly created enterprises, organizations and educational institutions. Since the second half of the 1980s, a wide path has been opened to the beginning of freedom of speech for the press in the country. By this time, the disproportions in the economy due to the weakening of the former union, the growing problems in various republics of the country could not but affect the worldview of people. It was during this period that topical, problematic, analytical and reflective articles appeared in the periodical press, full of observations imbued with ideas of national self-realization. "The rare beginnings of spiritual, moral and aesthetic culture were perceived, which brought our people on the path of long historical development, wonderful national traditions were restored, the need to preserve and preserve the heritage of our ancestors, who made their wonderful contribution to world civilization, has increased"[6] In these processes of historical change, the main topics of periodicals were articles by many mature Uzbek intellectuals about our native language, national values, self-consciousness, the spirit of independence, causing discussions and discussions. The formation of a unique philosophical thinking began in society. "Most importantly, it should be noted that the media comprehensively analyze the large-scale processes of change and renewal taking place in our country, drawing the attention of state bodies and the public to local social problems, mistakes and shortcomings" [7].

Since January 1, 1991, the newspapers "Khalk Sozi" and "Narodnoye Slovo" of the

Supreme Council of the Republic of Uzbekistan and the Cabinet of Ministers of the Republic of Uzbekistan began to be published in Tashkent. Also, ministries and departments, state and non-state organizations, parties and citizens have the right to create mass media. Thanks to independence, the importance of periodicals has increased in all aspects. Since the Republic of Uzbekistan declared its independence, many new publications have been created. In particular, the publication of such newspapers as "Freedom", "XXI century", "Right", "Society", "Uzbekistan today" has begun. Along with political, economic, public, spiritual and ideological newspapers, the number of entertainment publications has also increased.

An opportunity has been created to ensure freedom of the press in the country. Conditions have been created for the normal functioning of the media. The Fund for Democratization and Support of Mass Media of the Republic of Uzbekistan was established (August 30, 1996) in order to provide practical support for the active participation of creators in the democratic process in resolving financial and technical issues related to their publication and release. distribution. This foundation is an independent, self-governing, non-governmental media organization. During the years of independence, a legal framework has been created to ensure the freedom and openness of the press and the media. Therefore, in the process of reforms, "increasing the efficiency of openness and mutual cooperation of public authorities and administration, civil society institutions, the media and the private sector in the activities to protect personal, political, economic, social and cultural rights, as well as in the process of lawmaking with institutions civil society programs will be developed and implemented to improve the practice of consultations"[8]. The State Committee of the Republic of Uzbekistan on Press and Information was reorganized into the Agency of the Republic of Uzbekistan on Press and Information in accordance with the Decree of the President of the Republic of Uzbekistan dated July 3, 2002 "On Improving Management in the Sphere of Press and Information". Accordingly, the Press and

Information Agency of the Republic of Karakalpakstan, regional press and information departments were established under the regional governments. Such reforms were an important historical step towards meeting the information needs of the country's population in the conditions of democratization and liberalization of the public life of the republic, supporting the large-scale development of the media, publishing and printing business, the formation of a modern market for media services.

Since the first years of our country's independence, conditions have been created to provide the television and radio broadcasting system, which is considered the main and leading mass media of its time, with modern world-class technologies. Providing high-quality television and radio products to all listeners and viewers, the development of social and philosophical thinking of citizens has become one of the important and main tasks.[9].

Research has shown that it took radio 40 years to reach a mass audience, 14 years for TV, and just 4 years for the Internet to reach a global audience. And it showed that this is a huge and limitless space of possibilities in the history of information. The network includes not only the press, but also radio and television. The Internet is important because of the short and fast delivery of information, despite the existence of temporal, spatial and geographical boundaries. As a result of the growing interest of people in social networks, our country's own communication platforms began to appear, and today they have created an opportunity for everyone to openly use and express their opinion about what is happening. In a word, it leads to an increase in the social activity of citizens and the strengthening of public control. Today, through Telegram, Facebook and Twitter, official websites, special channels, you can follow the events taking place not only in our country, but also in any part of the world. Observations show that people go online not only to get more information, but also to talk about life in their country. Currently, there are official and entertaining users among local users, such as gov.uz, torg.uz, from.uz, olam.uz, itforum.dev.uz, shov-shuv.uz, gotovim.uz, chat.uz, Girls .uz popular Internet sites.

In the early 1990s, the Internet was not yet widely known. Today it has become a new means of communication, uniting the media of the 21st century, and the total number of users in the world has increased from 4 billion people, while in Uzbekistan there are 27 million Internet users, which means 25 million people are mobile users. Today we are witnessing the rapid development of the Internet with its unprecedented possibilities. The information space of society is enriched with a sufficient amount of information and resources.

The development of social networks makes it possible to ensure the openness and transparency of the activities of public authorities and administration, to receive information related to them through their official website. The fact that the work is carried out on the basis of the principle of the head of state: "Our people should serve our people, not government agencies, government agencies should serve our people" requires the media to be adequate and specific to the rapidly developing era in order to ensure openness and transparency in the development of society.

Conclusion/Recommendations

As a result of the correction of the typological structure of the mass media in our country, the development of socio-philosophical thinking in society has led to the search for solutions to specific problems. In this regard, it is of particular importance to "rely on traditions in accordance with the mentality of the people in covering the gradual reforms, rely on tolerance in paying special attention to moral values, enrich the theory and practice of journalism with sociological methods as a result of the wide use of the experience of the national democratic press school." [10]. In the development of this activity, for a representative of each sphere there is a unique way to be a selfless person, to be aware of the development of socio-philosophical thinking in society, which leads to a constant renewal of the consciousness of citizens.

References

- [1]. Mirziyoev Sh.M. The strategy of New Uzbekistan. -Tashkent: Uzbekistan, 2021. Page 115.
- [2]. Mirziyoev Sh.M. From national revival to national rise. -Tashkent: Uzbekistan, Volume 4, 2020. Page 438.
- [3]. Yakshalikov J., Mukhammadiev N. National idea: Uzbekistan's development strategy. Cholpon, -Tashkent: 2018. Page 495.
- [4]. Gaybullaev Otabek Muhammadievich. Philosophical fundamentals of including national values in the aesthetic culture of personality in the period of globalization // Psychology and education (2021) 58(2): ISSN: 00333077. - P.6210.
- [5]. Asime N. Forms and methods of media influence on the formation of public opinion.: Avtoref. dis. ... cand. philol. Sciences. - Minsk: 1998. - P. 6.
- [6]. Gaybullaev O. M. Socio-philosophical issues of civil society development in new Uzbekistan //Oriental renaissance: Innovative, educational, natural and social sciences. - 2022. - T. 2. – no. Special Issue 23. – S. 396-403.
- [7]. Mirziyoev Sh.M. From national revival to national rise. -Tashkent: Uzbekistan, 2020. Page 437.
- [8]. Mirziyoev Sh.M. The strategy of New Uzbekistan. -Tashkent: Uzbekistan, 2021. Page 71.
- [9]. Muhammadievich, Gaibullaev Otabek. "Methods Of Using National Ideas And Values In The Struggle Against Spiritual Threat In Society." Journal of Positive School Psychology 6.2s (2022): 326-332.
- [10]. Civil society and the media. - Tashkent, Academy, 2008. 27 p.