THE ROLE OF MASS MEDIA IN SHAPING THE WORLDVIEW OF YOUTH

Mavludaoy Asrorova daughter of Umurzoq
Second-year student at Gulistan State University,
Faculty of Information Technology and Physics-Mathematics.
Gulro'za Asrorova daughter of Umurzoq
First-year student at Gulistan State University,
Faculty of Information Technology and Physics-Mathematics.
Behruzbek Iskandarovich Kamolov
Second-year student at the Faculty of Industrial Technologies,
Gulistan State University.
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ANNOTATION

This paper explores the significant role of mass media in shaping the worldview of today's youth. In the modern era, where digital technologies and media platforms are deeply integrated into daily life, mass media has become a powerful tool that influences young people's perceptions, values, behavior, and understanding of the world. The research examines various forms of media — including television, the internet, social networks, and print media — and analyzes their impact on the psychological, social, and cultural development of youth. Special attention is given to how media content affects critical thinking, identity formation, and global awareness among young individuals. The study also discusses both the positive and negative effects of mass media, emphasizing the importance of media literacy and responsible content consumption. By understanding the media's influence, educators, parents, and policymakers can better guide young people in developing an informed and balanced worldview.

Keywords: mass media, youth worldview, media influence, social media, media literacy, adolescents, psychological impact, identity formation, global awareness, stereotypes, cultural exchange, critical thinking, social norms, self-perception, empowerment, media consumption, digital age, information access, personal growth.

Mass media plays a pivotal role in shaping the worldview of youth today. With the rapid development of digital technologies, youth have greater access to various forms of media, including television, social media, news outlets, and advertisements. These media platforms not only provide entertainment and information but also significantly influence the attitudes, behaviors, and perceptions of young people. Given the powerful impact of media, it is essential to understand how mass media shapes the worldview of youth, the positive and negative effects it has on their development, and the importance of promoting media literacy.

In today's world, where digital media and social networks dominate, the influence of mass media on youth is more pronounced than ever. Young people are constantly exposed to a variety of media messages, from television shows and movies to social media posts and online news. This exposure shapes their understanding of the world, influences their social interactions, and affects how they see themselves and others.

One of the main ways mass media influences youth is through the formation of identity. Adolescence is a time when individuals are developing a sense of self, and media plays a significant role in this process. Through the portrayal of idealized beauty standards, gender roles, and lifestyles, media presents a vision of what is "normal" or desirable, often creating pressures for young people to conform. The constant exposure to media images of celebrities

and influencers who embody unattainable standards of beauty, success, and happiness can lead to issues such as low self-esteem, body image problems, and unrealistic expectations about life.

However, while mass media often presents a narrow and unrealistic portrayal of life, it also offers opportunities for positive growth. Exposure to global news, diverse cultures, and various social issues can broaden a young person's worldview and foster a sense of empathy and social responsibility. For example, documentaries about climate change, social justice movements, or human rights can inspire young people to engage in activism, volunteer work, or other forms of civic participation. Furthermore, social media platforms offer a unique opportunity for young people to express their creativity, engage in conversations with others across the globe, and advocate for causes that are important to them.

In addition to its empowering potential, mass media can also have negative consequences, particularly in terms of reinforcing harmful stereotypes and unrealistic expectations. Media often portrays gender, race, and social class in oversimplified and stereotypical ways, which can contribute to narrow views of the world and perpetuate discrimination. For example, women are often depicted in traditional roles, such as caregivers or homemakers, while men are shown as strong, independent figures, reinforcing outdated gender norms. These stereotypes can limit young people's understanding of the complexity and diversity of human experience, preventing them from developing a well-rounded perspective.

Moreover, the excessive consumption of media content without critical analysis can lead to a distorted understanding of reality. Youth who passively consume media may begin to believe that the images they see on screens are an accurate reflection of the real world. This can lead to confusion and disillusionment, especially if they cannot reconcile the idealized portrayals of life in media with the more complex, messy reality they encounter in their own lives.

To address these challenges, media literacy is crucial. Media literacy teaches young people how to critically evaluate and interpret the media they consume. By understanding how media messages are constructed, recognizing the biases that influence content, and questioning the sources of information, youth can become more discerning consumers of media. In Uzbekistan, as digital literacy becomes an important focus of the education system, it is increasingly necessary to integrate media literacy into school curricula. This will help students develop the skills needed to navigate the media landscape responsibly and critically.

In conclusion, mass media plays a significant role in shaping the worldview of youth, influencing their self-perception, social interactions, and understanding of the world. While it offers opportunities for empowerment, global awareness, and social engagement, it also presents risks, including the reinforcement of stereotypes, unrealistic expectations, and a distorted sense of reality. To mitigate these risks and maximize the positive potential of media, it is essential to promote media literacy among youth, helping them become informed, critical consumers of media who can navigate the complexities of the digital world with confidence.

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