POLITICS AND MEDIA: THE ROLE AND IMPACT OF MASS MEDIA IN POLITICS

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Abstract: This article provides information about politics and the key factors considered important in political activities. A convenient and popular method for discussing and implementing politics is mass media (MM). The activities of mass media in the political sphere, along with the widespread occurrence of these processes in all countries in the modern world, will be discussed.

Keywords: Politics, MM, media, media manipulation, disinformation, propaganda, globalization.

The relationship between politics and media holds significant importance in modern society. Media, that is, mass media, plays a crucial role in shaping political processes and directing public opinion. These relationships are interdependent; on one hand, media influences people's political decision-making by covering political events, while on the other hand, politics communicates its programs, objectives, and ideas to the public through media. The interaction between politics and media is particularly intensified in democratic systems. Mass media is vital in engaging citizens in political processes, allowing them to express their opinions, and ensuring government accountability. At the same time, the information and news disseminated through media play an important role in shaping the image of political parties and leaders. However, these relationships are not always positive; negative phenomena such as media manipulation, disinformation, and propaganda can distort the political environment. This article examines the complex relationship between politics and media, their interaction, and their significance in modern society. Additionally, it analyzes the role of media outlets in political processes, their impact on shaping public opinion, and the challenges within this framework. Finally, suggestions will be provided for improving the relationship between politics and media.

Politics and Media: An Overview. If we focus on politics and media, politics can be defined as a system of deliberately formulated guidelines aimed at making decisions and achieving rational outcomes. Politics is a statement of intent that is implemented as a procedure or protocol. Typically, policies are adopted by governing bodies within an organization. Politics can assist in subjective and objective decision-making. Policies used in making subjective decisions often help in making choices based on the relative advantages of various factors for higher management, resulting in outcomes that are difficult to test objectively, such as work-life balance policies. It is emphasized that "the greatest misfortune in politics is the inability to see or the unwillingness to see objective thefts and one's own shortcomings" [1]. Furthermore, governments and other institutions have policies in the form of laws, rules, regulations, administrative actions, incentives, and voluntary practices. Policy decisions often reflect the allocation of resources [2]. Politics is the process of distributing, managing, and organizing power, authority, and resources within society. It also encompasses principles that define the state's internal and external affairs, laws, political systems, and relationships among citizens. The

primary goal of politics is to maintain order within society, protect citizens' interests, and improve their quality of life. Key Elements of Politics:

1. Political Systems: Politics is carried out in various systems, such as democracy, autocracy, monarchy, and others. Each system differs in the distribution of power and the level of citizen participation.

2. Political Parties: Political parties are organizations that promote specific political ideas and participate in elections. They play a crucial role in the governance of the state.

3. Legislation: Laws are a significant part of politics, created to maintain order in society and protect citizens' rights.

4. Political Culture: This includes citizens' attitudes toward politics, their political participation, and their trust in government.

5. Political Processes: The political process encompasses activities such as decision-making, conducting elections, developing laws, and implementing them.

Main Objectives of Politics:

• Protection of Citizens' Rights: The state aims to protect the rights and freedoms of its citizens.

• Ensuring Social Justice: Politics strives to create social equality and ensure social justice.

• Maintaining Order: Politics is focused on maintaining order in society and ensuring security.

• Supporting Development: Promoting economic development and increasing the well-being of society.

Problems in Politics: There are many issues in politics, including:

• Corruption: Corruption within government institutions negatively impacts political processes.

• Disinformation: Misinformation spread through mass media can lead to manipulation of public opinion.

• Political Polarization: Sharp differences in political opinions within society can lead to social unrest.

Politics affects every individual's life, and it is important to actively participate in related processes. As citizens, it is crucial for us to have a conscious attitude towards politics and express our opinions. Mass media (abbreviated as media) are tools that convey information to the public. According to the legislation of the Republic of Uzbekistan, mass media includes any form of periodic distribution that has a permanent name and is published in print (newspapers, magazines, newsletters, bulletins, etc.) or electronically (television, radio, video, documentary programs, websites on public telecommunications networks) at least once every six months or broadcasted in other forms of mass information distribution [3]. The relationship between politics and media is very complex and interdependent. They complement each other and influence one another. Below are the benefits of politics and media in relation to each other:

In the era of globalization, using mass media to disseminate information is considered a convenient and effective method. Political content has also developed significantly today. In this context, we can observe the unique beneficial aspects of politics and media.

Benefits of Media to Politics:

1. Information Dissemination: Media disseminates information about political events, laws, elections, and other important issues. This helps keep citizens informed about the news.

2. Shaping Public Opinion: Media plays a crucial role in shaping public opinion. It provides information about political parties, candidates, and their programs, which helps voters make decisions.

3. Political Oversight: Media monitors government activities and ensures accountability. This helps prevent corruption and encourages government institutions to be open and transparent.

4. Highlighting Issues: Media helps bring social issues to light and communicates them to the wider public. This draws public attention to these problems and encourages politicians to take action.

5. Encouraging Citizen Participation: Media assists in engaging citizens in political processes, such as participating in elections or joining social movements.

Benefits of Media to Politics:

1. Access to Political Information: Politicians have the opportunity to convey their ideas, programs, and political strategies to the public through media.

2. Utilization of Mass Media: Politicians can directly address their audiences using media platforms, which helps them effectively conduct their campaigns.

3. Facilitating Communication: Media facilitates communication between politicians and citizens, allowing politicians to express their views and respond to citizens' questions.

4. Creating a Political Brand: Politicians can create and strengthen their image through media, which aids in their success during elections.

5. Connections through Social Networks: Modern media, especially social networks, allows politicians to connect directly with citizens, helping to expand their political programs.

As media evolves, political propaganda also spreads. This can have negative aspects not only for the political process but also in cultural studies. That is, media culture refers to the contemporary Western capitalist society that emerged and developed under the influence of mass media in the 20th century. This term signifies the overall impact of mass media not only on public opinion but also on tastes and values, as well as its intellectual influence [4].

In conclusion, the relationship between politics and media is of significant importance in modern society. Media serves as a primary tool for covering political processes, providing citizens with information, and shaping public opinion. It plays a crucial role in monitoring government activities, highlighting social issues, and engaging citizens in political processes. On the other hand, politics conveys its ideas, programs, and strategies to the public through media. Politicians can use media platforms to create their images and communicate directly with citizens. As a result, politics and media contribute to the development of democratic processes as complementary and reinforcing elements. They interact with each other to ensure transparency, accountability, and citizen participation in society. Therefore, understanding and developing the relationship between these two fields is crucial for the stability and progress of society.

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