

## The Press and Television as a Means of Influencing the Consciousness and World Views of Adolescent Students

**Rahimova Gulabhor Valijonovna**

Public educators of Fergana region retraining and their qualifications teacher of the regional center of education, Fergana State University independent seeker

**Rustamova Shahzoda Maripovna**

Teacher at the Fergana Regional Center for Retraining and Advanced Training of Public Educators

**Annotation:** This article discusses the role of the press as a means of influencing the minds and worldviews of adolescent students, as well as effective ways of targeted use of media by adolescent students.

**Keywords:** Information spirituality, information flow, modeled relationships, social behavior, culture of thinking, creative activity, fundamental knowledge.

### Introduction

It is well known that information is essential for human development. It is the most important vital element. Information is a concept subject to spirituality and morality. That is, information enriches and changes human spirituality and morality. At the heart of the development of human social life lies information-based spirituality and morality. It is also a form of “information is a collection of factors from a variety of surrounding sources and a retelling of that knowledge”.

It is impossible to understand spirituality and morality in society without understanding its meaning and essence. In the same way, perceived morality enters a state of understanding at a later stage. Once a person understands the essence of morality, he expresses his opinion on whether it is right or wrong and enriches his spirituality. If the knowledge acquired by a person corresponds to the material and spiritual needs, desires, in a word, his vital interests, then the desire to apply the knowledge acquired in the youth (person) to marriage is formed. Therefore, it is not necessary to emphasize the role of the media in today's society, in our opinion. But the fact that they are related to the scope of our thinking should not leave anyone indifferent.

As the power of words has taken over more and more areas in recent years, life itself has shown that quality, not quantity, is the main criterion in this regard. It takes a lot of hard work to find and say warm and attractive words that reach the human heart in the journalistic activity of the media.

Legislation is one of the primary factors in the development of our country, which strives to build a civil society. At the same time, it is important to protect the interests of the media and their representatives by law, to ensure their right to access sources of information. As we can see, in the current period of rapid development, the press is always in the center of attention in the speeches of our President. Because it encourages a deeper understanding of the essence of our independence, a deeper understanding of the ideology of independence. Indeed, the press is also a means of consciously influencing the country and its development through live communication and vigilant thinking. If the style of modeling and problem-solving methods modeled by television really triggers imitation mainly in young viewers, then the formation of prospective behavior deserves social approval. With the subtlety of its impact, television can teach young people a truly positive behavior lesson.

Prosocial behavior is a positive, practical-social, beneficial behavior. We thought about the impact of television on education. It provides knowledge by influencing the viewer according to the scope of the positive or negative impact of the broadcasts given on television. If the mind is an able-bodied spectator, then the mind will be able to think correctly and soundly by reasoning from its own point of view. If the opposite is the case, then it is unlikely that the thoughts will be directed at disruption.

Hence, the discipline of upbringing and the discipline of thought are inextricably linked.

There is probably nothing easier than teaching a person to think, so anyone can think about a certain thing. But here we are talking about the real culture of thinking, that is, creative thinking, creative, logical, deep understanding of the phenomena of reality. Usually, a culture of thinking refers to the development of a certain level of thinking ability based on rational, rational judgment, creative imagination, and so on. Contemplation is the creative activity of man, the abstract and generalized perception of reality, the indirect knowledge of being.

What should be done for the development of a culture of thinking? First of all, knowledge of the subject of the thought is necessary. A person's correct and logical thinking depends on the size and robustness of the knowledge he possesses. It is impossible to know everything, but any enlightened person must not only learn to imagine the rapid flow of information, but also the condition. This is achieved primarily through the ability to acquire fundamental knowledge and approach it correctly.

Consequently, creative thinking can never function without deep and comprehensive knowledge. In our view, it is necessary to find a stronger tool to protect our youth from foreign information attacks, to prevent them from wasting their youth. It is necessary to instill in the minds of our youth the idea of getting more knowledge. Only then will we keep them from thinking inappropriately. We get rid of alien ideas, free from aggressive situations.

Uzbekistan also pursues a strict information policy to achieve its strategic goals. In this regard, our country has developed a national system based on sustainable development. The challenges of informatization in the 21st century make such a policy a vital necessity. As a result, the processes of reforming the information sphere and ensuring freedom of information and speech are important. In particular, the President's "Virtual Reception", "People's Reception" and other government agencies are working.

Philosophically, the acceleration of the process of information flow is manifested today in all spheres of human society, especially in relation to spiritual and moral values. Radical changes in the process of accelerating the flow of information are reflected in the psyche of society, in the education system, at the level of each person. Typically, changes in this area prepare the ground for changes in other areas. We can see this especially in the example of the press and television.

If we look at the concept of the noosphere in the study of the philosopher Ibrahim Karimov "Noosphere: Geopolitics and Ideology", we can see that the world has undergone significant changes in the political sphere due to informatization processes, such as decentralization of state power. It is emphasized that it is related to the results of

"This vital fact must become a principle that we always follow, the basis and condition of the development of society, and embodies a holistic system. At the heart of this system should be immortal values such as spirituality, morality, enlightenment," Karimov said.

Therefore, our educators and psychologists must work together to limit the horrific violence and murders shown on local television in order to protect the psyche of our youth from negative information in an era of accelerated information flow. Erich Fromm's article, "Symptoms of Modern Society," calls for the creation of a special cultural and psychological council in society to deal with such influences, including psychologists and educators. , stressed the need to increase their accountability.

In our research work, effective methods of targeted use of media by a teenage student were studied. As a result, the issue of organizing needs-based activities and effective use of knowledge acquired through the media was explained. According to him: (see picture).



Effective ways of purposeful use of media by the adolescent student.

Determining the purpose for which information can be used (Necessary  
motive goalaction activity)

- ⇒ use of activities based on a creative approach;
- ⇒ use in the creation of innovative ideas and innovations;
- ⇒ use in activities aimed at acquiring professional knowledge;
- ⇒ use in the study of worldview knowledge;
- ⇒ Use in finding the most effective solution to the problem;

The above-mentioned methods play an important role in shaping the worldview of students, raising their culture of using the media, moral and aesthetic education.

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