



PHILOSOPHICAL ANALYSIS OF SOCIO-DEMOCRATIC FUNCTIONS OF PUBLIC AND MEDIA CENTERS

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ABSTRACT

In this article, social opinion is an expression of the public's views of society and social unity on existence, life and events. Media centers rely on creative cooperation, support, dialogue of the public, socio-democratic functions of media centers: relying on public opinion, encouraging the public to creative cooperation and achieving its social activation are analyzed.

KEY WORDS: *media center, public, public opinion, "PR", information, social democratic function, communication, cooperation.*

Social opinion, in fact, is an expression of the views of the public, and in a broad sense, society and social unit towards existence, life and events. Media centers rely on the creative cooperation, support and dialogue of the public. No matter how powerful and professional the mediators are, they are not well aware of everything, the flow and directions of information in social existence. The main socio-democratic function of media centers is to rely on public opinion (information, enlightenment), encourage the public to creative cooperation (communication, education) and achieve its social activation (cooperation, social practice). The work of media centers with the public is called "Public Relation" or "PR" in foreign press and literature. According to S. M. Cutlip, A. H. Senter and G. M. Broome, modern media centers and mass media have become "an institution of people's democracy" through PR work, in which they are used to interest the public, create attitudes towards the news, from local issues to it is possible to turn the written word into a tool of social thought as a "press pulpit" up to global realities [1.13-15].

They divide public relations into direct and indirect manifestations of influence and connection of the public to the press, the "pulpit of the written word". Foreign media centers even have special employees and mediators who work with the public, news correspondents, and their activity makes the newspaper, magazine, TV, and Internet press lively, popular, responsive, and shapes their image. According to T. Eshbekov, the number of such mediators, "PR" in

editorial offices abroad is up to 50 people. We have two or three of them [2.37]. T.Eshbekov cited the following words of "publicist" M.Sullivan as an example: "Information government," writes M.Sullivan, "must be considered not as a charity of the government or as an effective indicator of it, but as something that arises from the nature of a free society and the attitude of the state to the citizen. What could be more natural for a government in a democracy than to make public information about how it governs? Communicating with the press in a democratic society is a duty!" [3.39]. From the point of view of its socio-democratic functions and essence, the government needs public opinion and information from media centers that represent it is a natural process, because the effectiveness of management activities depends on communication and dialogue with the general public. In fact, the word "media" itself means "medium". The media centers and media outlets are the mediators between the authorities, management institutions and the public, encouraging them to dialogue. It is interesting that in foreign countries, media centers are understood as a way of communication of a person with the outside world, not only with information, but also with any things, objects, people and realities. For example, the Media Lab at the Massachusetts Institute of Technology has dozens of labs that do things like designing prosthetics in addition to information dissemination [4.26-27].

Therefore, media centers abroad are multifunctional systems. They influence the government and the decisions it makes by attracting the general



public, relying on it for receiving and disseminating information, and its active citizenship position. Specialists consider communication of media centers with the general public as a technology of working with “information carriers”. This technology consists of such things as:

- 1) storage of information (fixation);
- 2) reproduction of information;
- 3) distribution in time and space;
- 4) the competence of using media messages

[5.28].

The tendency of social thought to have stable information makes it a tool of “historical memory”. When media centers involve the public in creative cooperation, they first refer to the sources of its historical memory. Historical memory is a guarantee of fixation of information and long preservation of public opinion. The historical memory of the people and the public actually consists of their historical life, genesis, cross-cultural development features. Information included in ethnogenesis does not disappear from historical memory. For example, the epic of the Karakalpak people “Kirk kiz” (Forty Girls”, the work “Korakalpoqnoma” by T. Qayipbergenov, the images, artifacts, national realities in them are still revered by the Karakalpaks as real realities. The historical memory of the Karakalpak people preserves them as their national formation, ethnogenesis. How objectively fixed these realities are, is another matter, the most important thing is that the people have fixed and preserved the information that is close to them. According to the

principle of historicity of information, the recording and storage of the events that happened in the society and the surroundings affects people’s consciousness, worldview and management systems, government activities. That’s why referring to the information preserved in people’s memory and public opinion, using them makes decisions and plans closer to social life and real problems, gives them relevance. When media centers refer to information in historical memory, on the one hand, they restore historical objectivity, thus forming historical consciousness in people, and on the other hand, they turn media messages and materials into historical sources. These resources are necessary for future generations to know their history.

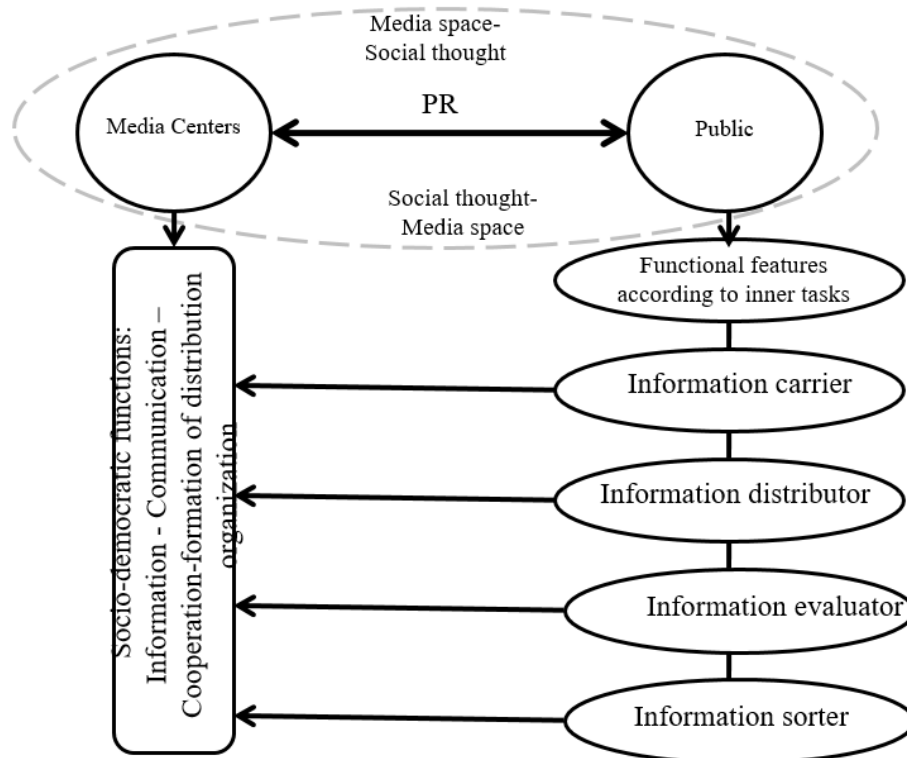
The public has the opportunity to increase, distribute, that is, reproduce information. This function of the public is important for media centers, because no media center can spread itself and reach a wide audience. The popularity and spread of this or that message directly depends on the support of the public. In this case, the public carries out the following tasks, such as:

- 1) information carrier;
- 2) information distributor;
- 3) information evaluator;
- 4) information sorter;
- 5) information updating.

They are dialectically related to each other, they can be represented in the diagram below as a socio-democratic reality that connects media centers and the masses from a systemic functional point of view



Functional Features of Public and Media Centers

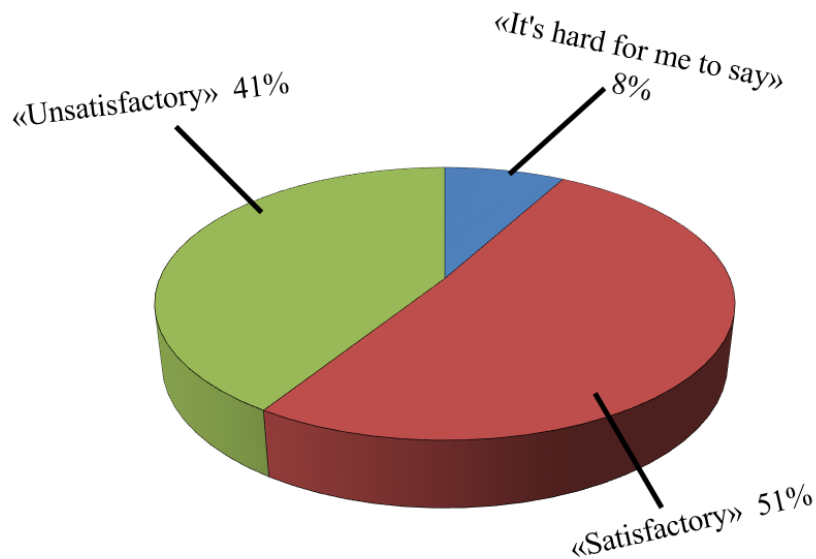


Information transport has a multifactorial nature. The public itself, that is, its existence as a subject, is the fact of information transfer. Without this fact, there would be no public and no media coverage. The dialectical connection between them, as a real fact, arouses interest in each other and makes the exchange of information a necessity, a need. However, the fact of the existence of the public is still half the information, for the media center it is important news about events in social existence. That's when information transport

becomes a real, relevant and interesting fact, like public existence itself [6].

The main part of our respondents (71%) is the “face of social opinion”, the activists who carry information for media centers. We asked public respondents “How do you assess the place of modern media centers in the social life of our Republic?”. The responses we received were as follows:

- “Satisfactory” 51%,
- “Unsatisfactory” 41%,
- “It's hard for me to say” 8%.



51% of the respondents rate the activity of media centers in Karakalpakstan as "Satisfactory". So, half of the respondents are satisfied with the activity of media centers.

It is interesting that almost all of those who answered "Satisfied" (96%) are in regular contact with media centers and are closely familiar with their activities and propaganda. They are mass media reporters, correspondents and readers. Among those who answered "unsatisfied", such correspondents make up only 7%. 24% of them visit the mass media, are familiar with some of the journalists or are only slightly aware of their activities, works and creativity. Public correspondents are familiar with journalists, their works and views, and have opportunities to argue with them. They do not hesitate to critically assess the activities of journalists and mediators. So, public correspondents who carry information are really "the face of media centers".

It is observed that the media centers of Karakalpakstan appoint public correspondents who carry information. If such media centers are organized and managed by the public and active correspondents in advanced countries, if necessary, they stop the activity of the media center, but the opposite is true in our case. For example, the newspaper "Erkin Karakalpakstan" was founded in 1924. Public reporters, active information carriers around this socio-political newspaper are mainly professional journalists, writers and intellectuals. In some cases, the authors of the notable articles in the newspaper are the employees, especially the leaders, of the state institutions and the educational system in the

Republic. They correspond to the socio-political direction of the newspaper according to the character of its main activity. However, the news carriers of the Bulletin of the Academy of Sciences of the Republic of Uzbekistan Karakalpakstan and the Bulletin of the Berdak State University of Karakalpak are mainly academic staff. The public information carriers of the popular "yellow press" are reporters who satisfy people's interest in entertainment, sensational news, advertising and solving crossword puzzles, and those who order advertising. So, information carriers are formed by media centers and their creative directions. Differentiation is visible in TV programs, intersites, and radio broadcasts. The requirements for information require high professionalism from reporters and media center employees. Public information carriers do not interfere with their professionalism, but rather determine where to focus their creative energies.

Information delivery is central to the activities of media centers. The formation of social opinion depends on the effective performance of this function. It has its own organizational and psychological aspects. From the organizational point of view, it consists of organizational signs of institutions, compliance with the rights of information consumers, establishing the activity of couriers transmitting information, using technical means, organizing marketing services, planning and forecasting the provision of media messages. From the



psychological point of view, it requires such things as decorating with emotional tools, knowing the psychology of advertising, the ability of the information provider to communicate and convince the consumer, the ability to influence people's minds and feelings, to know the interest and need for information, to be able to correctly evaluate information and, if necessary, to fill it in quickly, to change it, to be aware of the secrets of manipulation, to be aware of the facts artistically. According to experts, communication is an activity related to the skills of mediators. If the mediator is well aware of the organizational and psychological secrets of information delivery, and has the skills to use them, he can deliver and sell any message to the audience [7]. Web 2.0 media marketing, which is widespread on the Internet today, is shaping the modern technology of selling messages. For example, "Litres" media services connected to Google play books and the Russian book trade system operate according to marketing requirements. Privately publishing books, monographs, preparing advertisements, producing booklets and invitations is also related to the use of such marketing services. It should not be forgotten that global media marketing is built on economic competition, in which everything, like goods and services, is bought and sold. We also have this marketing requirement, but it is in accordance with the characteristics of national democratic development. In our country, newspapers of political parties are financially supported by the state budget, as well as the political parties themselves. If there was no such support, political party newspapers would not be published and would not be sold at the time of publication. If political parties had published their newspapers at their own expense, their price would have been at least 5-6 times higher, at this price, readers would not have bought them, of course. Sometimes, it's

not a secret, in Karakalpakstan subscriptions to socio-political newspapers and magazines are organized with instructions. The Bulletin of Karakalpak State University named after Berdak and the Bulletin of the Karakalpak branch of the Academy of Sciences of Uzbekistan sell their journals to the authors instead of paying fees to the authors of the articles. This order, which was formed due to economic problems in the first years of independence, has not yet been eliminated. There are those who extend this to a national characteristic, but the question of whether it is legal for scientific journals to pay royalties to their authors in socio-democratic conditions does not leave the thinkers. Why do "Ishanch", "Hurriyat" and "Ma'rifat" newspapers, "Tafakkur", "Jahon Adabiyoti" magazines pay royalties, but other publications, especially in Karakalpakstan, do not pay royalties to their authors? Nevertheless, the communication and dialogue between media centers and information carriers is amazingly preserved. In our opinion, our people's interest in enlightenment is high in this place, they really believe in the word and power of the press. It is important for him to express his opinion in the press, on TV and on the Internet, to seek the truth and to exercise the right to freedom of speech.

Evaluators of information are readers, viewers, respondents and recipients. The attitude of these objects to media reports is recognized by experts as the main norm and indicator [8]. When we asked "Who should evaluate the information of media centers, in your opinion?". the respondents gave the following answers to our question:

"State" ("Laws") 57%,

"Readers" 36%,

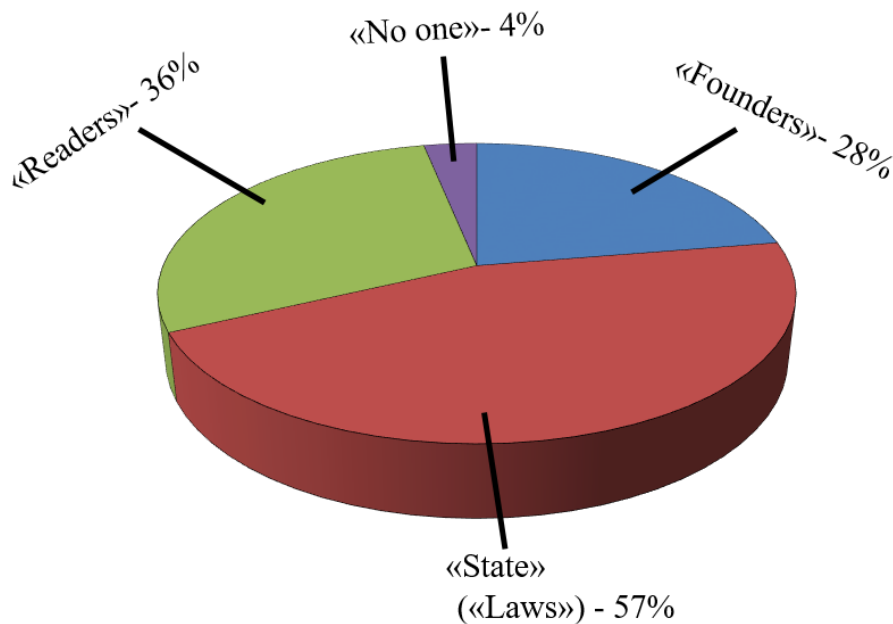
"Founders" 28%,

"Nobody" 4%.

We can show and express this by the following diagram:



«Who should evaluate the information of media centers, in your opinion?»



It is known that the majority of respondents (57%) say that it is necessary to evaluate the information of media centers first of all by the state and the laws it adopts. In fact, today it is the state that sets up the activities of media centers and evaluates their information. Respondents emphasize this reality. The second answer is “Readers” (36%). In fact, the main consumer and customer of media information are readers. It is their attitude, reception of information or awareness of it that is the evaluation of the activities of media centers. However, the mediator first selects the information and turns it into a commodity, a message, that is, brings it to the public. Therefore, the messages are evaluated first by the mediator, and the readers evaluate him based on his professionalism. It happens that the message that the mediator liked and highly rated may not be liked by the reader, it may be negatively evaluated and ignored. It is difficult to find a message that all readers will like and appreciate equally, especially in a socio-democratic environment where it is up to the reader to evaluate the message. However, mediators can also evaluate each other’s activities, which is called expert evaluation. The professional judgment of experts is different from that of ordinary students.

To be honest, we have not sufficiently studied the scientific problems of media center activity evaluation, press evaluation systems have not yet been formed. What publications do we need and what publications should we avoid? How do we evaluate articles and information? Who studies the needs of our society and people for media messages, do we have such monitoring centers? Why are there more subscribers, “news carriers” and “informants” for “Erkin Karakalpakstan”, “Yanyi Uzbekistan” and “Khalk sozi” newspapers, but for the rest of the publications, such members of the public are rarely found? What should be done to transfer the press to the market economy? In general, can media marketing work for us? Is it right for the state to intervene?

“Information sorter” is a concept that goes back to the mediator’s professionalism, skill and art. Undoubtedly, a mediator (journalist, reporter, operator, director, media marketer, publisher, librarian, messenger, manager) is a subject who presents and sells his product or service. His art of sorting information is ultimately reflected in the finished product, the commodity. The public evaluates the activity of the mediator depending on this finished product, the commodity. Today, the organizational institutional systems and functions of media centers are undergoing



renewal processes in accordance with socio-democratic changes in society. Under the influence of globalization and international integration, media centers based on modern information technologies are emerging, which are changing our previous ideas and systems. Systems such as state, non-state and private (independent) media centers, news agencies, communication centers, websites, bloggers contribute to the creation of a media space (social opinion) in society, to the provision of diversity, pluralism and human rights. Since these systems are diverse, their institutional management and regulation remains one of the complex tasks. Combining freedom of speech with the students of socio-democratic development encourages solving new problems. For example, the need to develop laws on guarantees of public participation in the activities of bloggers and media centers can be an example.

Socio-democratic functions of modern media centers include information distribution, communication organization and cooperation formation. They are implemented by various mechanisms from an organizational and psychological point of view, but ultimately serve to shape social opinion. If the distribution of information focuses on meeting people's needs for this or that information, the communication function organizes the audience, dialogues with the student. And cooperation unites people, turning them from passive listeners into active, creative subjects, thus objectifying social thought. That is, cognitive democracy becomes social democracy. This is the ultimate goal of media centers. Working with the public, gathering active students and relying on their support, creative cooperation play an important role in the activity of media centers. According to its internal functional characteristics, the public, PR carries out the tasks of information carrier, information transmitter, information evaluation and information sorting. PR can be not only an ordinary reader, but also a professional journalist, reporter, cameraman or director, the opinion of these respondents (experts) is of great importance for media centers. Practical experience and the opinion of the respondents show that today in our Republic, although various systems of media centers are being formed, most of them are implemented with the help of the state and material support. Even independent newspapers, non-governmental programs, and private bloggers are under state control. This is good, on the one

hand, because their development allows them to stand on their feet, to start their own activities, on the other hand, they cannot protect their independence, the control authorities can disconnect them from the media system and ban their activities at any time. It is natural for media centers to be established in advanced democratic countries, if they cannot cover themselves materially, they cannot create PR, they will close on their own, state control agencies do not interfere in their activities. Creative competition, the struggle for social opinion makes the activities of media centers more relevant in accordance with the requirements of market democracy. It seems that we still need time for the formation of such an order.

There are also issues and tasks such as fixation of information, their reproduction, distribution in time and space, competence of mediators, which are taken into account in order to evaluate the activity of media centers. However, since these evaluations are often carried out through the personal intuition and opinion of students, they are not general, scientifically based, rationally important criteria and norms, therefore, as a result of our research, it is noted that the issue of creating such norms and an evaluation system is on the agenda.

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