



THE INFLUENCE OF THE MEDIA ON SOCIAL THOUGHT

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Article history:	Abstract:
Received: 8 th February 2025 Accepted: 7 th March 2025	This paper analyzes the role of mass media in modern society and its impact on the formation of social consciousness. Social consciousness refers to people's views, evaluations, and ways of thinking about events, social issues, and values within society. As a means of disseminating information, mass media directly influences individuals' worldview, their decisions, and their attitudes toward various social processes. The study examines different types of media, such as the press, television, the internet, and social networks, highlighting both their positive and negative aspects. In conclusion, the paper provides recommendations and methods for shaping social consciousness on a healthy foundation through the use of mass media.
Keywords: mass media (MM), social consciousness, informational influence impact of information, public opinion, critical thinking.	

Mass media (MASS MEDIA) today play an important role in people's daily lives. The role of MASS MEDIA in obtaining information about events and social processes taking place in society, forming people's opinions, and making decisions is very important. MASS MEDIA exists in various forms such as the press, television, radio, the Internet, social networks, and each of them has its own significance in influencing society. As a means of disseminating information, MASS MEDIA directly affects people's worldview, social relationships, and even their decisions. Therefore, the role of MASS MEDIA in shaping social thinking and the negative and positive aspects of the impact of information are one of the topical issues today.

Mass media (MASS MEDIA) play an important role in society in disseminating information, forming opinions, and developing public opinion. There are several types of MASS MEDIA, each of which affects a different audience and has a specific function. The main types of MASS MEDIA and their functions are analyzed below.

Primary school students are entering a new stage in their lives, their social thinking is still in the process of formation. For them, the process of obtaining information and finding their place in society is important. MASS MEDIA (press, television, internet, social networks) become important sources of information for them in this process.

The main features of social thinking for elementary school students:

Open-mindedness: Children still see the world in a broad and interesting way, they are learning many things for the first time.

Social Interests: Students form basic concepts about society through interactions with friends and family members.

Value system: During childhood, moral values (righteousness, kindness, justice) are formed, which determine their social thinking.

MASS MEDIA is not only a source of information for primary school students, but also an important tool for shaping their thinking. They learn important topics such as various social issues, moral values, culture, and human rights through MASS MEDIA. The role of MASS MEDIA consists of the following aspects:

Through the MEDIA, children learn about basic moral values such as living in society, showing respect for each other, fairness and compassion. For example, cartoons and stories aimed at children usually promote positive behavior. MEDIA plays an important role in educating children about social issues in society (e.g. ecology, equality, civil rights). Television and the Internet provide child-friendly programs and educational resources through which children can understand issues in society.

Social networks, television and other PUBLIC INFORMATION TOOLS tools the youth equality , in society every kind groups with respectful communication to do teaches . For example, through advertisements, shows and stories aimed at children, they learn to respect each other's differences. MEDIA helps young people learn about their national and global cultures, and develop an interest in art and culture. Children learn about various works of art, music, theatre and literature through MEDIA, which broadens their worldview.



However, there is no guarantee that the impact of MASS MEDIA on primary school students will be only positive. MASS MEDIA can have a negative impact on children:

Misinformation and stereotypes: Some MEDIA channels may spread information that is not suitable for children, which can lead to their wrong thinking.

Excessive advertising and commercial exposure: Children can be quickly influenced by advertising and commercials, which can shape their consumer habits.

Wasting time: If children spend too much time on SOCIAL MEDIA, they may be missing out on physical activity and other important activities.

Recommendations. Careful selection of media content: Teachers and parents should select the most appropriate and useful information for children through media. This helps in the development of moral, social and cultural values.

Developing critical thinking: It is important to develop critical thinking in children to counteract the influence of the MEDIA. Children need to be taught to analyze information and be careful about misinformation.

Diversify activities: Instead of receiving information through the MEDIA, you can expand your children's thinking by organizing practical activities (drawing, music, sports).

CONCLUSION. It is of great importance to form the social thinking of primary school students through the MEDIA. Through correct and positive information, they learn social values, broaden their worldview and find their place in society. However, in order to protect themselves from the negative effects of the MEDIA, it is important for children to develop critical thinking and carefully select information.

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