



THE PHENOMENON OF SOCIALIZATION IN AN INFORMED SOCIETY

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Article history:	Abstract:
Received: 20 th January 2022 Accepted: 20 th February 2022 Published: 30 th March 2022	The article reveals one of the problems that interest humanity, cause concern, make people think seriously about changes in spirit and lifestyle – the psychological and ideological power of the mass media, the scale of the socio-cultural impact of such information on human consciousness.
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No person or person in society can live without walking the paths that others have passed. In this natural process, someone acts as a superintendent, and someone as a superintendent.

In this situation, the manager tries to exert transparent or hidden pressure on the mentality, values and values of the desired person or group, to divert it with blatant words to a specific idea, and to do so will do everything possible.

Efforts to influence the psyche and activity of a person without disclosing the purpose, that is, the concept of evolution dates back to historically very ancient times. Efforts to control human consciousness have been shaped and improved for centuries both in the East and in the West.

Manip we can say that shamanism, pagan gods, various religious calling, ideas, slogans and lazung were used as manifestations of tolerance. Initially, it arose as a psychological factor. It is possible to meet the first records of influence on people due to their natural characteristics in the works of Roman notes – Aristotle, Cicero and Quintilian, which lived in ancient Greece in the V centuries BC[1].

Historically it is very easy to win the trust and heart of those with good words, when the culture of treatment lies on the basis of the personlararo relationship. In such historical States as Egypt, Assyria, Babylon, Greece, Rome, statehood figures gathered and impressionable speeches before the citizen achieved to attract the attention of the people. The victories or defeats of the officials are marked by their so-called chechenism. In his speech, the public figures, who spoke of the sharp evidence, made a career in the eyes of the people.

N. Makiavelli in his work "the Ruler"[2] refers to the peculiarities of the public spirituality. Thinking about the crowd and the need to manage it, "people

have a changing pheasant. It's easy to twist them into a bubble, but it's hard to keep them in that bubble," he says. To express these actions, the concept of "manipulation" began to be used only by the second half of the twentieth century.

Socialization refers to the ways of social interaction of people with the help of mass media, economic, political, social and other means through certain ideas, values, behavior. The methods of socialization are used in the affirmation of ideas, ideals and values that are unacceptable to an individual, social group, society or humanity.

The main instrument of socialization consists in the processing of information in consciousness, and the social worker is studied by many branches of Social Humanitarian sciences, including theoretical and practical sociology.

In socialism, hundreds of methods are used, such as insulting methods, methods of praise, making oneself a simple person, Aral parsing, fragmentation, Tal interpretation of private Fakt as a general fact, painting reality, bo'rendering, dissemination of unknown information of the source, intimidating with various information, takror repetition, use of absolute lies, Tal interpretation of events that have not occurred as a reality, providing alternative information. These styles rely on a variety of classic and modern tools.

At present, states, organizations and associations effectively use the power of the media to convince the public of the correctness of this or that opinion, to create a negative or positive attitude to it on the issue of a particular person or reality.

It is not for nothing that the hidden and transparent information attacks reflected on the Internet and gazeta pages, radio links and TV screens confuse the relations between countries, complete the



initial and information transmission function of the media. After all, the leading sociologists of the USA P. Lazarsfeld and R. As Merton said, "people who control attitudes and occupations in society have started to use the mass hypnosis method more than physical violence, not physical violence"[3].

From the point of view of its application in the activities of the mass media, it is possible to evaluate manipulyasiya as lowering people into the influence of a force that distracts the mind, keeps the mind in an unstable state.

Today, it has become commonplace that people who do not have any secular or religious scientific potential find themselves a pulpit through social networks and messengers, and are attracting public consciousness towards their goal. In such a situation, the conductor leads the masses or a whole group to the path chosen by him.

In the end, a new direction of Internet journalism under the guise of "blogging" entered the tradition of using blogging. An example of this can be said the activity of bloggers inside quotes. They often throw topics of no social significance into the discussion area and ask for feedback from others about this, discussions on the topic will continue for several months. This does not interest the blogger (manipulyator) in the positive result of the topic posed or the benefit for the development of society. The goal is to expand the audience of the website, to attract a wider audience to their personality.

Sociologist Gerbert Franke in his book *theulyulyasiya man* (1964) describesulyulyasiya as follows:" in most cases, manipulyasiya should be understood as a mental effect that is produced secretly and therefore can cause damage toulyulyasiya-oriented individuals. The simplest example of this is advertising"[4].

G.Analyzing the definition of the franc, advertising is considered indirect information, which is distributed for the purpose of generating income and performs several functions. 1) informing consumers of goods and services; 2) persuasive advertising – serves to increase the tendency of consumers and buyers to the existing market; 3) reminder advertising – is available, but at a certain time unit will attract buyers again to the demand. Apparently the goal from advertising is to interest the public, not to lose customers and expand the scope of buyers. The use of media opportunity in the realization of its goals to advertising agencies is at hand.

"The first (perhaps the main) condition for successful manipulation is that in most cases, neither

mental nor mental effort, nor time, comes to simply doubt the correctness of the messages most of the citizens. Because, passively, "swimming" along with the information "flow" is much easier than receiving each signal from a critical point of view"[5].

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Manip the main achievement of artificial technologies is that they do not contradict any of the laws related to human rights or journalistic activities. In the conditions of democracy, the global infomacoon becomes an area of resistance to geographical and political dependence, and at this time the main task of the National Information System is to protect the individual, society and the state from the negative impact of this area"[6].

In place of the conclusion, it can be argued that the main factor that attracts the person to the compulsive trap in the relationship can not be overestimated if we say that the person, the community, needs information. It also has a fundamental basis in the society, the limitation of academic knowledge, criticism in a person, analytical thinking is also limited. As a result, there is an increased need for "piece Sciences" in the individual, especially in young people. A person who searches for fragment Sciences from social networks, without realizing it himself, becomes a victim of baseless knowledge, conspiracy theories, and then becomes a victim of violence.

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