INFLUENCE OF MASS MEDIA ON CONSCIOUSNESS AND VALUES OF SOCIETY

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It is impossible to imagine modern life without the mass media: television, the Internet, electronic applications for telephones, newspapers, and radio — all these are indivisible elements of the 21st century human being. However, all of them act only as an intermediary between the addressee, which is the media, and the recipient, which is society. That is, one forms a message, the other receives. This is the problem: what values do the media form in their messages?

The aim of the work is to study the characteristics of the manipulative impact of the media on people's minds and the consequences of such an influence, analysis of the problem of the influence of the media on society.

Today, there is a significant part of the work devoted to the problem of the influence of manipulations on the minds of people. In particular, the works of such scientists as Varius M.I., Golodnıkova Yu.A., Zavgorodnaya L.V., Nesteryak Yu.N., Sokolov A.V., Sherman A.N. are devoted to this issue. The work of such researchers as Gorttam J., Mughal M., Paul V., Singh P., Sherkovin Yu. et al. The psychological aspect of manipulation was investigated by R. Garifullina, S. Zelinsky, S. Kara-Murza, G. Pocheptsov, V. Shaneov. The political plane of the manipulation of consciousness was studied by V. Krysko, V. Lisichkin, A. Mol, L. Shelepin. Zavgorodnaya L.V. in the book «Stereotypes of the generation and perception of journalistic work» more specifically on the material of newspaper texts highlighted the processes of formation of stereotypes in the target audience of readers.

One of the values in the information society is information that has moved from the category of abstract categories to the category of one of the priority resources. As the volume of information increases, it becomes more difficult for people to navigate in its content, to protect themselves from its excess, to choose exactly what is needed. In today's conditions, there are problems of restricting information that is considered socially and economically dangerous, the security of various types of data, and copyright compliance. Therefore, the negative point in this case is that information can be a means of manipulation, which leads to a change in value attitudes and the emergence of new stereotypes of behavior in society. The media are called the fourth power. The greatest influence of the media is precisely on values. Values are spiritual and material phenomena that have a personal meaning and are the motive of activity. Value orientations determine the relationship between an individual and the environment and, thereby, to a certain extent determine his behavior [1]. And since the media are an
important factor in shaping the individual’s worldview and values of society, it can be concluded that the media has authority in the issue of ideological impact on society, since it is the media that determines it.

Thus, modern man cannot escape the influence of the media. Such an impact involves the use of various hidden manipulative technologies. Manipulations can be used in texts, performances, audio, video, and photo materials. There are three levels of manipulation:

1) strengthening the ideas existing in the minds of people that are necessary for the manipulator, attitudes, motives, values, norms;
2) partial, small changes in the views on certain events, processes, facts, which also affect the emotional and practical attitude of the electorate to a specific event;
3) a fundamental change in attitude through the distribution among society of sensational, dramatic, extremely important messages for them. [2, p. 51]

Mass information plays the role of a spiritual bridge between representatives of various social communities. Culture, economics, politics, the social component of life are inseparable from the media, as they ensure the involvement of the individual in economic, cultural, political and social values. The result of the media is a wide public awareness on various issues of life. After all, the media is one of the main social institutions, which now replaces most of the functions previously performed by other social institutions (religious, family and marriage, political, economic, educational). Due to the specifics of distribution, the media affects the mass consciousness of people, mainly television, which is considered the most effective means of influence. From this we can conclude that the media is a mirror in which society looks at its life from the side. However, in this mirror objects are shown selectively, and only what the person who forms the message wants to portray in the audience’s field of vision [3].

Therefore, in the conditions of technological development that exists today, it would be very reckless to count on changes in the media, the introduction of media literacy in universities, the conduct of social media campaigns that have been reminded, it is very important to carefully pick up everything that the individual consumes. Based on a theoretical review of this problem, we can draw the following conclusions: Media using manipulative influence to form media consciousness, which changes public opinion. Such an impact involves the use of various technologies of hidden pressure on the consciousness of people. The manipulative influence of social media is realized through the use of a system of repetition, mythology, hiding facts, events and documents in the process of forming stereotypes and beliefs.

References: