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Modern Mass Media: Characteristics, Functions and Types

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***Annotation:** This article talks about modern mass media, its features, types and public relations, information service, press conference, organizational and creative skills of media workers.*

***Key words:** press, information service, public, opinion, question and answer, editorial, news, conference, specialist.*

When we talk about mass media, we refer to various technologies that try to have a significant scale in terms of information transmission. They have long been the most used for both messaging and information retrieval. In this way, they are able to influence culture, the market, etc., because they are used to promote, inform, and disseminate fashions, views, or artistic products that can change people's preferences and needs.

Mass communication is the process of disseminating information (knowledge, moral values, ethical and legal norms, etc.) to a numerically large, dispersed audience using technical means (press, radio, television, etc.).

Features of mass media: they have extensive power to disseminate information.

The loading of public support is associated with the name of the German sociologist M. Weber. In 1910, he justified the need for a sociological medical study of the press as a methodical revival, which reliably shows that it is personalized to individual social structures, and its impact on production as a member of individual society. , he formed the social requirements for the journalist, justified the method of analyzing the press.

Over time, these media have become more relevant at different levels, such as politics, culture, and economics, because of the ability to send messages to large populations.

Written media: this category includes newspapers and magazines, but other items such as brochures or pamphlets are also included. In particular, the newspaper was one of the most relevant and oldest mass media.

The main purpose of the newspaper is to provide information; most of the content is current news. However, advertising plays a very important role in this. Among other purposes, it allows you to make announcements, job offers, sales, and more.

Today, the adult population is the largest user of newspapers, as younger generations prefer digital media. Thanks to the advancement of technology, many print media have an Internet version.

In addition to collecting and distributing information, another important task of the Information Service staff is to establish public relations of the organization. In order to scientifically organize the work in this regard and to perform the relevant tasks correctly, they should also thoroughly understand the science and theory of public relations.

Since one of the main tasks of the information service is to develop the organization's relations with the public, special attention is paid to the issues of ensuring public and parliamentary control over the activities of the state authorities and management bodies of the mass media, establishing strong relations between the state and the public.

Journalists who know the secrets of this field work in information services. They, like media workers, are mainly engaged in gathering and distributing information. An information service employee must be educated. That is, by the way, it is advisable for him to read and learn from reliable sources first every opinion he wants to write.

There is no need to explain that the mass media, which must become a pulpit of transparency, cannot and cannot live according to the instructions. In order for mass media to become a platform of transparency, it is necessary for the Information Services of ministries, organizations, institutions and other agencies to be its wings and provide reliable sources of information. Free mass media should operate under real conditions, boldly raise the current problems of socio-economic and political life, refer to public discussion all the issues that bother people, be critical, at the same time, impartial to the decisions and activities of the authorities and management structures.

At the core of public relations lies controversy. Debates between political parties should be conducted on a serious, professional and practical basis. At the heart of these thoughts is the idea of paying serious attention to people's thoughts and the problems they are thinking about. Public relations play an important role in finding a solution to any problem or issue.

Information service and media workers have common tasks. These are: gathering and disseminating information.

In this respect, they can be said to be competitors.

Only, they perform these tasks in different ways. Media workers always keep pace with life and try to collect the most necessary information and distribute it quickly.

Of course, the information service has other tasks (functions) of its own. These are tasks related to establishing public relations of the organization.

One of the important tasks of the information service is to study the social opinion and to establish the relations of the organization with the public. Mass media workers strive to establish cooperation with the Information Services, which fulfills this task.

When a journalist wants to get some information, he wants to rely on a clear and reliable source. In this regard, the Information Service of the organization serves as a reliable source of information.

It is worth saying that one of the main tasks of the information service is to provide the information requested by the media worker. The cooperation of the media and the Information Service in collecting and distributing information actually serves the development of society. Information service plays a leading role in establishing strong communication between organizations and their public.

The press conference is the biggest communication space for journalists. Media representatives will receive answers to their questions directly from the relevant official in a face-to-face conversation. This serves to make the information more accurate, meaningful, rich in facts. Another important aspect of the press conference is that the opinion is heard bilaterally by the organization's officials and media representatives. At press conferences, media workers first get information and begin to cover it promptly.

The print media has other advantages. For example, there is an opportunity to return to the published article, to comment. You can give the newspaper to your friends and relatives, read it again and discuss it. It is possible to collect the necessary parts from the newspaper and analyze them on this basis. Another important advantage is that he has his own students. Thanks to the subscription, it has permanent fans. This means an opportunity to regularly influence the target audience. According to experts, there is nothing more powerful than words, words are an invisible weapon that destroys enemies, destroys fortresses, and turns enemies into friends.

Choosing the right style and language for newspaper material is determined by the characteristics of the information age. People today have a lot of work, they are very busy. Therefore, it is necessary to clearly explain what is being discussed in the first paragraph; otherwise the newspaper may not reach the second paragraph. All material must be written in a concise, clear style and language.

Thus, despite the fact that written press publications lag behind in speed and emotionality, they achieve success due to analysis. This serves to have a deep and strong impact on the student's mind. Television and radio messages attract people at once, but they are quickly forgotten. Newspaper materials, on the contrary, remain in memory for a longer time.

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