



## Role of Public Information and Globalization as Well as Significance of the Media Space in the Process

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### **Abstract**

This article talks about the media space, which plays an important role in human society and its composition, formation process and development. Media space has different forms and characteristics and adapts to and changes with the development of society. In the article, this issue is considered through the example of the world media and media of the Republic of Uzbekistan, which is part of it.

**Keywords:** *Media; Medialogy; Press; Mass Media; Newspapers; Radio; Television; Information Agencies; Book Publishers; Internet*

### **Introduction**

It is known that the science of medialogy is a new science that appeared at the intersection of a number of humanitarian sciences about human life. It researches and studies the media space, which occupies an important place in the life of society and is a great discovery and an unparalleled invention of humanity working at the same time. In this, it works together with the theory of journalism, which studies the internal essence and laws of mass media.

The role of mass media in human society is incomparable. As in all stages of human history, the press and mass media are playing an important role in the development of society and fate of humanity. Modern life – age of great discoveries, 21st century in which science and technology are highly developed, and unimaginable achievements of the human intellect are being achieved – cannot be imagined without press, newspapers and magazines, radio and television, news agencies and Internet. Just as a person cannot live without bread and delicacies, the press and mass media, which are spiritual food, have become a constant companion and close partner of people today. Mass media, which cover the entire globe like invisible blood vessels, inform people about happenings in the world every day, every hour, every second, and influence their consciousness and spiritual world. Democratic mass media, which are based on advanced, people-friendly ideas and convey ideas of goodness and development to humanity, play a key role in this. All this is called mass media–media space in media science.

## ***The Main Part***

Media space – typology of media is a logical continuation of the science of Mediaology and the theory of Journalism, which is its component. If the theory of journalism is about essence and internal laws of the media space, this science is about its specific, specific manifestations. While studying social nature of press, its functions and principles and other internal laws, the theory of journalism examines and interprets it as a whole. Mass media has a number of specific forms. Their appearance can be different, for example, in the form of words printed on paper, or in the form of a sound-receiving device, or in the form of an electronic device—as computer, as telephone. Mass media have different names: leaflet, newspaper, magazine, radio, TV show, internet. The ways in which these tools collect and disseminate information and influence the public are also different. But the common thing that unites all these types of mass media is that they operate on the basis of press laws. That's why the press typology is connected with the press theory, if the theory of journalism is the basis of the press, “foundation” of the press, then the typology of mass media discusses its visible aspects. That is, the typology of mass media performs the task of directly introducing the reader to the types of press without describing them only theoretically. What we said is also reflected in the science of mediaology.

In accordance with the existing laws in force in the Republic of Uzbekistan, periodical distribution of mass information with a permanent name and in printed form (newspapers, magazines, newsletters, bulletins, etc.) or electronically (television, radio, newsreel programs, websites on public telecommunications networks), the form of publishing or broadcasting at least once every six months and other forms of periodical dissemination of mass information are mass media. The typology of mass media is the most basic of these mass media – newspapers, magazines, radio broadcasts, television shows, news agencies, Internet, and book publishers, which are special type of press, their general, common aspects and specific features, history of the birth of these media, explores issues of development and future development. Internal structures of each mass media, their role in the classification of the press, their importance, their interaction with each other, internal, journalistic and journalistic genres they use and other issues are also part of the topic of the mass media typology.

With the development of society, types of mass media in media space are increasing and their names are also changing. In fact, the sum of these social phenomena, which are considered to be types of press, is also called “journalism”. Nowadays, they are called “press and mass media” or “journalism and mass communication”. In mediaology, we know that sum of mass media is called medimakon.

It is known that press or mass media consists mainly of newspapers, magazines and forms of the press based on electronic technology, such as radio and television, and Internet, among which the newspaper takes the main place.

What is a newspaper? There are different definitions of this. In our opinion, the newspaper is one of the main types of mass media and reflects the social-political, economic-production and cultural-spiritual life of the society today. The main task of the newspaper is to inform the reader about the current life of the society, to inform about the happenings and events. It covers all spheres of society's life, reflects the history of this day in its entirety. Newspaper informs the reader about the world, increases his consciousness, provides spiritual nourishment, directs and activates his social activities. Newspaper is a product of the universal culture and an important factor that promotes it. Different social layers, classes, and parties in the society widely use the newspaper to develop their interests and views of the present day and the present time, to communicate to the masses and to fight against the opposition groups.

Newspaper, which takes the main place in Melimakon, is the most basic and most convenient type of periodical press. That is why it occupies a leading position among mass media. It can be read again and again, passed from hand to hand, saved, because it is material, that is, it has the nature of a document. In this respect, it is ahead of radio and television and Internet, which have immediacy.

Publishing and distribution of newspapers is convenient and easier than other mass media. Newspapers actively penetrate into all spheres of life.

In Republic of Uzbekistan, which has achieved its national independence, great attention has been paid to journalism. By now, more than 1000 newspapers are published in our Republic. Also, the emergence of a number of private newspapers in us, like in other countries, was a novelty and enriched our press to some extent.

Newspapers, which are an important type of media space, are divided into different types. First of all, they are divided into three from the point of view of covering social life:

1. Universal political newspapers;
2. Specialized newspapers;
3. Network newspapers.

As we said above, newspapers are classified according to the age of the population and are intended for adults, youth, and children.

It is known that newspaper, as the main type of press, occupies a leading position in the classification of mass media and all aspects of social life find their expression in it. Despite this, newspaper cannot cover all aspects of society's life in detail, widely and deeply. Because life of the society, its socio-political, economic-production, cultural-spiritual problems are so wide and deep that the pages of newspapers are too narrow to cover all of them. Then there will be need in help of another type of press, which is similar to a newspaper in all respects, but which, unlike a newspaper, penetrates into the deep layers of society and can deliver wide and deep social-political, economic-production, scientific-practical, cultural-spiritual information to mankind. This type of press, which stands side by side with a newspaper, is called a magazine.

The word journal in French means "daily". However, this term has deviated from its meaning and refers not to a daily but to a type of press that is published more frequently than a newspaper – mostly once a month. Thus, magazine is one of the main types of periodical press, reflecting deep layers of the social-political, economic-production and cultural-spiritual life of society. Magazine provides humanity with a wide range of spiritual food, deepens the balance between social existence and social consciousness, and serves to further growth of human thinking. Through magazine, people understand deep issues of social life, enjoy products of science, literature and art, learn about social existence, improve their life experiences, learn professions and trades. Magazine is the fruit of human civilization and an extremely important factor in its development.

Magazines are divided into different types in terms of covering the life of society:

1. Socio-political magazines;
2. Scientific magazines;
3. Literary and artistic magazines;
4. Comic magazines;
5. Photo magazines;
6. Network magazines.

Magazines are also targeted at certain segments of population. For example, there are magazines for adults, women, youth, children and toddlers. A special magazine for blind is published in our republic.

By the end of the 19th century and the beginning of the 20th century, a great innovation, an incomparable change took place in the media space, a completely new type of press entered it – radio. The word "radio" in Greek meaning "radius" – light, "radio" – radiating light, and here it refers to the

method of wireless propagation of sound waves over a long distance and large area through electromagnetic waves, and the device that implements this method.

Radio is a type of mass media based on electronic technology. Radio is not a press in the true sense, that is, it does not reproduce word in print, but it reproduces it orally with the help of special tools, in this sense it is a type of press, or rather mass media. Radio has a special place in the classification of mass media, while it reaches the human mind by seeing newspapers and magazines, reading printed words, and radio affects by hearing the voice. With the advent of radio, people began to hear the news of social life faster, became more aware of the world, and the horizons of social thinking expanded even more.

By the middle of the 20th century, media space was enriched with another appearance, another form – it was called television (tele – Greek – far, videnie –Russian – to see). Television is a type of media based on electronic technology, which works by transmitting sound and images over long distances and over a wide area through electromagnetic waves. Television is considered to be a type of media classification with special importance and unique characteristics and it has the ability to describe events in social life with words, like newspapers and magazines and to show them directly, unlike broadcasting with sound, like radio. With the invention of television, a huge quality changed, a real revolution took place in the classification of the press: people had the opportunity to directly see the events of social life, the shortest path, the most convenient bridge was built between social consciousness and social existence, the most reliable way to influence the human mind, found the most interesting way. It is the fruit of human intelligence, thought, a great achievement of science and technology, a universal result of human culture, and an incomparable factor in its further development. Thanks to this great discovery, the 20th century was called the age of television.

But the classification of media space is not limited to the above. News agencies also have a special place in it. News agencies (the word agent is Latin for serving and agency means a service office), although they are not considered a separate type of press and do not have their own appearance, they play an important role in the classification of the press, which cannot fully fulfill its function without news agencies.

By now, more than 200 news agencies are working in the world. 5 of them are the largest news agencies, which have divided the globe into their sphere of influence. They are as follows:

1. Associated Press (AP) – USA;
2. United Press International (YUPI) – USA;
3. Reuters (England);
4. France Press (France);
5. ITAR–TASS – (Russia).

In the classification of Mediamakon, book and book publishers where it is published also occupy a special place. Although book is not a type of periodical press, it belongs to the classification of mass media as a form of press in general. That is, it is included in the classification of the press as a product of reproduction of the word by the printing method and occupies a unique, special place. Book publishers are divided into the following types:

1. Universal publishers;
2. Specialized publications;
3. Network publishers.

## **Conclusion**

With the further growth of human intelligence, the development of science and technology, by the 21st century another type, another form of it was added to the classification of mass media, and it was called Internet (in English Internet means – through out network). This is an international network of electronic typewriters and calculating machines – another miraculous discovery of mankind. By the end of the 20th century, special devices invented for writing and computing based on electronic technologies were later used as communication tools. Every computer connected to a network could connect to another computer anywhere in the world. As a result, international Internet networks were created. Internet is a special type of mass media. All types of social information – political, economic, scientific, cultural–spiritual, sports and other types can take place in it at the same time, and every viewer, reader (that is, a person who uses a computer) can find the information he needs and enjoy it. This indicates that the scale of information on the Internet is extremely wide and limitless. The emergence of various social networks on the Internet has also increased its importance, and it has entered into a fierce competition with the traditional press.

The above–mentioned types of media exist in the human media space and work continuously. Great mind of man is able to create new types of mass information.

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