



The Mutual Effects, Peculiarities and Harmonies of Theories of Medialogy and Journalism and the Internal Laws of Mass Media

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Abstract

This scientific work provides information on the mutual effects, peculiarities and harmonies of theories of medialogy and journalism and the internal laws of mass media.

Keywords: *Mutual Effects; Peculiarities; Harmonies; Theories; Journalism; Internal Laws; Mass Media; Culturology; Press; Medialogy; Mediatext; Media Management*

Introduction

Mediaology is a new social science that emerged at the end of the 20th century and the beginning of the 21st century. This term was first mentioned by the French scientist R. Debre in 1990 as teaching that transmits knowledge and tradition, that is the cultural values. The word media, which is the root of this term, is originally from Latin and means the middle, the one standing in the middle, the intermediary. By now, the meaning of this term has expanded to mean mass information and communication, that is, a tool of the communication system. The term mass media unites in itself all means of media for masses. The term mass media was first used by the German political scientist Magnus *Entsenberger* to underline the popularization of the media among masses. However, one should not understand under the term mass media only the sum of the means of media for masses, as it has greater meaning to it. In other words, mass media includes not only the traditional means of media for masses—print media, audio–visual–radio, television, internet, book publishing but also the concepts such as photography and cinema. At the same time, the term mass media is also used as a concept of the summary of the mass media and is used as a media space in Uzbek language. The conclusion that follows from this is that medialogy studies the social nature of mass media and its deep internal laws. In this respect, it combines and harmonizes with the science of journalism. Like journalism, it studies the role, essence, internal laws, trends of emergence and development of mass media in society, and their role and importance in modern human life. The subject of medialogy is the principles of the emergence and development of media culture in the media space, its social activities, its role in society and its impact on society’s life, and journalism–mass media stay in the center of this media culture. Its object is the various forms of mass media and the process of social events occurring in the modern reality. Figuratively speaking, medialogy is the social breath of the human society in the media space, the impact of the media space on its life, the social events and phenomena occurring in the society in connection with the media space, etc. These issues also apply to journalism and

bring both disciplines closer to each other. One of the most important issues of this science is to study the diversity of media culture and mutual cooperation between different people and countries in the global media space. As a scientific field, it has its own internal scientific concepts and laws, its own system of terms and concepts, all of which are related to the development of the information society, and mass communications are at its center.

It is known that medialogy is closely related to the science of culture. Culturology is a science that studies the culture of mankind. The Latin word culture stands for to cultivate, to grow, to educate, and the Greek term logos means thought on a certain matter. Therefore, culturology—cultural studies in Uzbek—studies all cultural means created by mankind—material and spiritual culture, that is, art, theater, cinema, etc., including mass media, that is the means of media for masses.

The science of medialogy is part of the science of media philosophy. It studies internal, philosophical features of mass media, that is the media space. This science was developed by European scientists Rudolph Fitz and Frank Hartmann at the end of the 19th century and the beginning of the 20th century. This science studies the internal laws of the media space, its essence, its relationship with society, its importance in the current era of globalization, and other scientific and philosophical issues. The theory of journalism that constitutes the core of the science of mass media, also goes back to these issues. The science of medialogy has been in close contact with philosophy, history, sociology, philology and other social sciences, which have been in place since ancient times. The theory of journalism, in turn, also relies on these historically formed and increasingly developing disciplines.

It can be seen that the science of medialogy mainly studies media culture and its activities. Media culture, as we mentioned above, consists of the synthesis, that is, the combination of technology and creativity. This means that it is the delivery of written, sound and image information to the public by modern technical methods. Therefore, media culture is the study, understanding and development of the feedback of the mankind to the world as a result of the combination of words, sound, image by means of the technical means. This effectively means that it is a complex of information and communication developed as a result of the historical and cultural development of the mankind and serves to form the social consciousness of an individual and his activity in the life of society.

Media culture has different functions. These include—informational, communicative—an individual's interaction with other people and society, social, that includes an individual's participation in the life of the society and compliance with its norms, recreational, that includes an individual's leisure—reading bookreading, watching shows, creative—that includes active interaction of an individual in the life of the society by means of media culture, integrational, that includes establishment of cultural relations between individuals, people, nations, mediation—that includes ensuring mutual interconnection between an individual and other groups, society, as well as other functions. These functions are directly applicable to the means of mass communication, that is, media means. At the same time, we have the functions of journalism that we understand consist of informing about the life of the society, reflecting it with words, sound, image or a combination of them—in short—the description, revealing the significance and essence of these events and phenomena—the analysis, and influencing the society directly and indirectly—the influence, and all of these concepts also apply to the science of medialogy and the media it studies.

Mediasemiotics, that is, the science of languages, is also important in the science of medialogy. It is known that the issue of language occupies an important place in the media space. A text that is made up of words and sentences that have a complete meaning acquire important meaning. The concepts and rules of research languages, in short, media text, are directly aligned with the language of media—mass media. This means that the media, which is the object of the science of medialogy, and mass media, which is an important part of it, that includes the texts consisting of words and their combination, i.e., media text, constitutes its basis.

Media text is closely connected to the historical formation of the mankind and the development of the culture it created. European scientist M. Maluen shows four periods of the history of human civilization, including media culture. These include: the period of ignorance before the appearance of writing; millennia of phonetic writing; Guttenberg's invention; Marconi's invention. We will add to this list the 5th one—the Internet. In all of these, language, words, text, sound, sound with visual accompanying play an important role. The improvement of words and texts, their recording and storage, and their dissemination to the public are playing an ever-growing important role in the activity of media place. In this regard, the emergence and spread of the book has made and continues to make a great contribution to the development of human civilization.

Media policy also occupies an important place in mediology. Media policy always plays an important role in managing the society, shaping people's consciousness and their active and intelligent participation in the life of the society. In the Declaration of UNESCO, an organization engaged in international cultural affairs, "On the provision of human rights in the information society", information and communication technologies are highly valued, and it is emphasized that they are an important driving force in building an information society. These issues are also relevant for mass media, which are the subject of journalism. It is known that journalism, i.e. mass media, is considered the fourth power in society after the legislative, executive and judicial powers and works in cooperation with the above. Freedom of receiving and distributing information, freedom of the press has always been one of the most important issues in society. Article 67 of the Constitution of Uzbekistan states that "Mass media are free and work in accordance with the law... Censorship is not allowed" and it is being followed without deviation. It can be seen that freedom of speech and press, which is the basis of the science of mediology, has an important place in mass media.

Mass media, which is the basis of mediology, is based on certain principles in its activity. These are rules such as universality, publicism, and truthfulness described in the science of journalism theory. Therefore, mass media can fulfil their functions only if they follow these principles in their activities. Public opinion also plays an important role in media science. It is known that public opinion is a state of public consciousness that expresses the reaction of people in society to the incidents and events taking place in it, and performs the functions of evaluation, monitoring and coercion. These rules, which are constantly followed by mass media, also apply to other forms of mass media. Mediology also follows the law of traditionalism and new factors that exist in the theory of journalism.

Media pedagogy also plays an important role in media science. This includes, on the one hand, teaching young people how to use media materials, as well as training media culture workers and teaching them the internal laws of the media, as well as training specialists in various fields of journalism. Training of journalists working in the media space is carried out on a global scale. This is mainly done by high-level higher education institutions—universities. Journalist training has been carried out on a large scale for hundreds of years in our republic. In this regard, the National University of Uzbekistan named after Mirzo Ulugbek occupies an important place. In this higher educational institution, thousands of outstanding specialists were educated in the Faculty of Journalism, which was established in 1947. Also, the Faculty of International Journalism of the University of World Language of Uzbekistan has been training international journalists for a long time. The opening of the University of Journalism and Mass Communications of Uzbekistan was also important news in this regard. Many future journalists are studying different areas of the media space here.

Media management is one of the important areas studied by media studies. The fact that our country has entered the period of national independence and many reforms implemented in the social and economic life, the transition to a market economy, among other areas, has put many important issues before the media space. One of these is the concept of management, which is an issue related to the production and marketing of media products. This means that now different forms of the media space, such as newspapers, magazines, radio, TV shows, news agencies, book publishers, and the Internet, have

to obey the requirements of the market economy in the preparation and delivery of their products to the public. This issue is called management, and it should solve the problem of the costs of preparing each media product and their delivery to the public, in short, selling. Newspapers, magazines, and book publishers operate through direct sales, while media outlets such as radio, television, and the Internet can recoup expenses by distributing advertisements and announcements. In this case, economic factors such as identifying buyers and attracting advertisers play an important role. All this is done through media management.

As can be seen from the above, the science of medialogy is closely related to the theory of journalism, which studies the essence, basic internal laws, functions and principles of media, which is an integral part of our life. This subject is one of the main subjects for master's degree students at universities teaching the journalism. The purpose of teaching this subject is to teach the history of the media, the theory and practice of media culture in the conditions of globalization of the information and communication system, and the ability to apply them in practice.

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