



Article

Features of the Influence of Media on Modern Man

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Abstract

The relevance of the material presented in the article is dictated by the need to consider the specifics of the impact means of mass communication on the process of social formation of student youth and in this connection to analyze functions of modern mass media, their influence on the value priorities of young people, to show the degree of trust of student youth in various types of mass communication, to separately highlight the specifics of the influence on the formation of healthy life activities. Personal interest and understanding of the social significance of the results of one's own efforts are significant factors of successful social formation student youth, which is achieved in the process of purposeful social and pedagogical activity.

Keywords

Student Youth, Social Development, Mass Communication Media, Healthy Lifestyle.

Introduction

Mass media include 'traditional' broadcast media such as television, radio, cinema, CDs or DVDs; print media and other information resources, including the Internet along with other virtual services such as the World Wide Web. Mass media are important and have become extremely important in our society, now it is difficult to even imagine life without television, e-mail, video sharing sites, online news portals or blogs. Their traditional role as a kind of window to the world is constantly growing. Mass media have acquired new functions, they act as a forum that promotes social interaction and communication; thanks to the media, you can buy or sell any goods, the media allow you to access any information, they allow you to post your own media content.

Literature Review

E. Pines and H. Maslach tried to follow how repeated viewing of films with scenes of violence and, in particular, affects the attitude towards this phenomenon in real life. In general, the

conducted experiments prove that the reaction of the audience to the events that are shown on screen due to various factors. They play a certain role such parameters as the level of excitability, the relaxation of external pressure, the interpretation of others and the association between the stimulus and reaction. Further research by E. Donnerstein, L. Berkovitsa, D. Myers proved that the media showing scenes of violence increases the audience's tendency to aggression under the conditions, if aggression is presented as an effective tool for achieving one's own goals and remains unpunished; aggression is presented as if it were not has serious consequences for the victim, as if it is justified and is the connection between the offender and the viewer, that is, the aggression is seen as a reality, not a fantasy; aggression is presented as a role model (the viewer has a vivid idea of the possibility of committing violence); acts of violence weaken the previously learned prohibition against cruel acts and actions; emphasis is placed on sensuality, on the state of emotional arousal - the viewer watches violence in a state of anger, satisfaction or frustration (the emotional arousal of the viewer interferes with critical perception of what is happening on the screen); watching numerous violent scenes reduces the feeling of horror before violence and sympathy for the victim (it becomes easier for people to put up with violence and even easier to behave aggressively). The large amount of violence viewed on the screen not only directly affects the willingness of the viewer to behave aggressively, but also the attitude towards aggression itself: people may exaggerate the danger of becoming victims of violence themselves; they become suspicious in relationships with others; demand an increase in state appropriations for the fight against crime, as well as stricter punishments for rapists.

For a long time, the traditional mass media, known as the "fourth estate" by analogy with the three traditional branches of power of the democratic regime (legislative, executive and judicial) - allies of the state, helped representatives of the public to get answers to questions of a political nature. However, speaking at the World Social Forum in Porto Alegre, Brazil, in 2003, Ignacio Ramone, a journalist and university professor, stated that because the mainstream media is owned by multinational companies, it has become the enemy: the media allows exploitation and oppression people, not to protect them.¹ Some people treat the Internet as a fifth estate, since it is Internet resources that compete with traditional mass media in the discussion of problems, while performing the role of a watchdog, as well as channels create a new opportunity for the organization of public activities.

The increased power of the mass media, particularly the Internet, is helping to increase awareness and involvement, as well as increasing access to information, but there is a risk of certain difficulties. The media increase compassion and global activism in the field of human rights, but at the same time there is a threat of hatred, stereotypes and misinformation. Children and young people are especially vulnerable to online risks.

Methods

Today, we rely much less on more traditional media such as newspapers, television, and radio to get the information we need, and instead prefer online publications, satellite television, blogs, and social media. We ask for information from public journalists and announcers, and not only those who work by profession. It affects our social and political consciousness. Informatization is causing changes in the tactics used by repressive governments, because they were afraid of the possible consequences of the information revolution.

The rapid development of telecommunications and information technologies has changed the very nature of mass media, they are becoming an integral part of the events taking place. Live streaming has turned into a new event. We can see in real time not only football matches, but also incidents of violence that are happening in the neighborhood or in a remote corner of the world.

Results and Discussions

Commercialization stifles diversity programming, including minority, alternative culture, and subculture programming. The pursuit of high ratings of the viewing and listening audience is manifested in the manner of presentation of news and current events. News, the selection of documentary materials offered by the media to their audience, are often characterized as trivial, strange and scandalous. There is less willingness to cover the costs of public broadcasters who are now forced to commercialize.

Global telecommunication networks serve not only as means of providing and receiving information, but also turn information into one of the most valuable assets and the basis of a new global information economy. Those who own a larger volume of these assets, along with the associated infrastructure, have enormous economic leverage that can be translated into political as well as diplomatic influence.

The development of communication technologies and far-reaching media networks have changed our way of life. People spend a significant part of their working and free time sitting in front of monitors. Distance employment and e-learning are spreading rapidly around the world. Parents worry about their children's growing addiction to television, video games, cell phones, or social media, but at the same time, adults also experience media addiction, although the type of media preferred may differ.

The right to freedom of belief and expression is likely the human right most strongly associated with mass media.

Freedom of expression, as affirmed in human rights documents, encompasses the right to receive and disseminate information, the right to remain silent, the right to formulate personal opinions, as well as the right to select one's attire, headgear, music, literature, and cinema; it includes artistic expression, political and commercial discourse, academic liberty, and the right to free speech for journalists. This spectrum elucidates the significance of this right for individuals, enabling self-realization and dignity, discovering life's meaning, and fostering the development of individuality. This freedom is crucial for societies striving to attain progress, establish equality, democracy, and self-governance. Freedom of expression is intrinsically significant and is a prerequisite for the realisation of various other rights and liberties.

The government has consistently sought to regulate the media and access to it to sway public opinion and mitigate opposition actions. Nevertheless, to a significant degree, the regulated mass media deprive individuals of social consciousness, awareness of worldwide occurrences, trustworthy analysis, and information regarding economic conditions, political developments, and social realities.

State media control can be more specific, such as monitoring Internet traffic or telephone communications under the pretext of national security. In certain instances, governments attempt to entirely obstruct access to particular information. This is demonstrated by the subsequent

occurrences: the shutdown of the mobile communication network in Iran in mid-2009 and in Egypt at the conclusion of 2010, the interference with radio stations, satellite television, and the deportation of journalists from war areas. In 2009, journalists were mandated to vacate China's northern Xinjiang province to prevent media coverage of ethnic violence occurring in the region.

UNESCO maintains a tally of journalists murdered while executing their professional responsibilities. In 2011, 56 journalists were murdered while executing their professional responsibilities.

Government regulation of the media is a problem throughout Europe. In 2011, Hungary enacted a media law that authorised a governmental entity to regulate all media, including private content providers, enabling it to impose penalties and suspend or terminate media operations based on ambiguously specified criteria. In certain European nations, defamation remains a basis for criminal prosecution. Journalists may face incarceration for disseminating or articulating facts or viewpoints that could potentially offend someone. The European Court of Human Rights has consistently asserted in its rulings on defamation cases that incarcerating journalists contravenes freedom of speech, except in instances involving violations of fundamental human rights, such as expressions of hatred, overt aggression, or incitement to violence.

The European Court of Human Rights has exerted significant effort to delineate the parameters of freedom of expression under Article. The court acknowledged that this right is "one of the primary prerequisites for the establishment of a democratic society" and that journalistic freedom of expression permits the employment of "degrees of exaggeration or even provocation," even if it may "offend, shock, or elicit concern among the public."

Conclusion

So, in the general information flow, priorities common to many people, especially young people, are produced, which are associated with the stereotypes and standards of arranging one's own life set through the mass media. In conditions of social instability, such standards are inaccessible to the majority of the population, and therefore cause irritation, despair, and pessimism.

It is hard to imagine that in the conditions of modern social realities, the values of a healthy lifestyle have become priorities in media coverage. However, a state that wants to have a future should work on the optimistic idea of national unity, based on all aspects (physical, mental, social, spiritual) of the organization of life. Therefore, the idea of preserving and strengthening the health of young people should prevail in the entire system of educational work in universities, despite all the formed stereotypes of family life, those imposed through the mass media and the reference environment. Thus, personal interest and understanding of the social significance of the results of one's own efforts are important factors in the successful social formation of student youth, which is achieved in the process of purposeful social and pedagogical activity.

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