



# The Negative Influence of the Media on the Human Psyche

Razikova Lola Tuychiyevna\*

Associate Professor, Pedagogy-Psychology Department, Samarkand State Medical University, Samarkand, Uzbekistan

## \*Correspondence :

Razikova Lola Tuychiyevna  
[gulishodieva@mail.ru](mailto:gulishodieva@mail.ru)

Received: 5 May 2024  
Accepted: 16 June 2024  
Published: 29 July 2024

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## Abstract

This study explores the impact of political communication on society, emphasizing the use of manipulative techniques in mass media to influence political consciousness and public opinion. Despite extensive research on political communication, limited attention has been paid to its psychological impact on shaping public perception. This research aims to analyze the mechanisms of political communication in mass media and their role in influencing political awareness and societal attitudes. Employing a qualitative approach, the study examines media strategies and their psychological effects. Results highlight the pervasive use of manipulative techniques to shape political narratives, raising critical implications for media ethics and informed public discourse.

## Keywords

Political communication, Globalization, Information society, Political manipulation, Information and psychological influence.

## Introduction

For the rest of their lives, people will be hungry for highly valuable information that creates their own information field. Information accumulates the total evidence of humanity. The need for information, for information consumption, is one of the most important social needs. The very essence, place, function of snakes in the skin of the population, their known place and role in the political sphere and the relevance of this topic.

Viewing mass media, as a special official, pours into shaping the way of life of people, it is necessary to note that the immediate object of information is both an individual and a large group of people, so as to form an audience in order to other specific mass media. Mass media may have the opportunity to incorporate healthy features into a way of living, both in terms of information and through the practical implications of such a style of living.

Literature Review. The evolution of post-industrial society, which is accompanied by

fundamental social changes in the world, as well as in our country, leading to the emergence of a global information industry, which is experiencing from technological convergence, organizational change, legislative liberalization, to structural changes in employment and to the emergence of new forms of “electronic democracy”. These radical transformations are taking place in the historical period, and as a result, over the course of the remaining decades, changes in minds have been formed for a large-scale transition to information sovereignty. Although these changes of mind have not suddenly emerged, not all powers, including Ukraine, have gone through the necessary stages, such as the globalization of economic life, the removal of ideological barriers, Significant technological progress will surely speed up the hour, allowing countries to formulate such a policy that gives I will be able to reach a new level of development without conflict, powerful in the information sector.

Since the basis of the formation of the information society is the development of computer, information and telecommunication technologies, and mass communication is gaining a global character, the movement of information flows is no longer significantly affected by state borders, and attempts to limit the free dissemination of information only harm the party that seeks to implement such restrictions. In addition, the possibilities of collecting, processing, storing, transmitting information, and accessing it have increased significantly, due to which the influence of information on the development of various spheres of human activity is increasing. The process of decentralization of society is deepening; there is a transition to new forms of employment; the process of forming new labor resources is ongoing due to the increase in the number of people employed in the information industry, since, as we have already mentioned, in the post-industrial economy, industry, in terms of employment indicators and its share in the national product, is increasingly giving way to the service sector, which, in turn, has largely developed associated with various forms of information processing.

**The information society itself gives rise to various global processes.**

Globalization is an objective phenomenon of the modern world, that is, one that does not depend on subjective desires, likes and dislikes. Globalization is the movement of humanity towards the formation of a coherent global civilization. This movement is based on economic factors. The economies of the countries are becoming cramped within their national frameworks. The economy of the planet is becoming truly global. Globalization of the economy in the broadest sense of the term means that state borders and differences between world financial markets have lost their former significance. The stronger the processes of globalization penetrate into national cultures, the more actively people try to preserve the internal components of the people's life, such as culture, language, and religion. That is, during the period of global transformations, the problems of national identity, associated with the desire of peoples for identity and self-determination in today's world, that is, to defend and preserve their identity, are becoming more acute.

## Methods

The inevitable processes of globalization, deepening in the age-old traditions of national cultures, often lead to inter-ethnic and inter-religious tensions, which often result in conflicts, hence human sacrifices. It is international relations in the modern world that have become one of the main problems of today. Many researchers believe that in the conditions of globalization, it is not necessary to focus on the ethnic identification of each country, but it is necessary to represent one's state and identify itself as an economic and scientific power, because every country has a huge potential for this, especially our country Uzbekistan. So, as we can see, the processes of globalization of the information society lead to the general unification of all peoples, nations "under the auspices" of one, so to speak, universally recognized country.

Very often, in such conditions, the uniqueness of individual peoples is lost, which is why the processes of social integration and national identity are important processes that require attention both from the people themselves and from the political leadership of countries. And mass media play a big role in shaping these processes, and today the most widespread means - the global Internet network - exerts the greatest influence. Today, the Internet is a global network that has covered all spheres of public life in Uzbekistan. It would be a mistake to consider the Internet and other information and communication technologies a panacea for the crisis of civil society. As S.Nazarenko writes, without constant informational contact, the full development of a person and the normal functioning of social groups and the entire society as a whole are impossible. However, the fact that information and communication processes can hide a danger for the development of the individual and society was overlooked.

Like any technological tool, the Internet can be used both for the good and for the detriment of humanity. Its informational potential can be used not only to spread noble ideas, but also to propagate socially dangerous views. Thus, in the USA, many organizations for the defense of civil rights and consumer liberties are concerned about the spread of unauthorized use of personal data. The wide, almost unlimited possibilities of computer technologies make it possible, without much effort, to create an "informational portrait" of an individual, which allows public and private institutions to use such information in their interests. When this becomes known to a person, it causes him a feeling of insecurity, as if he is under a glass cap.

As S.Cunningham and A.Porter write – "databases compiled on people can lead to the loss of individual, private life and personal freedom, create the possibility of discrimination on an unprecedented scale". Researchers note that the influence of information flows on a person's perception of the world, his self-identification makes control over him a powerful and dangerous weapon. The extreme degree of such control – the monopolization of information channels – gives the monopolist unlimited power over society [8, p. 46].

## Results and Discussions

Recently, studies have appeared that allow a deeper assessment of the effects of the Internet on society. Thus, the results of the representative “Digital Citizen Study” showed that, contrary to the widespread stereotype, the so-called digital culture does not cause the degradation of former interpersonal relationships. “The stereotype according to which the Internet has become a kind of refuge for limited, socially isolated beings who do not understand important events that take place outside their narrow world - wrote, summarizing the results of a 1997 study, an expert on the problems of the social impact of the Internet, J.Katz, - may now be disproved as a myth”. “Citizens of the “digital world”, he stated, “are not alienated either from other people or from public institutions.

They are not characterized by ignorance about how our system functions or indifference to the social and political issues facing society. On the contrary, the online world includes many of the most informed and politically active citizens we have ever had or would like to have”. The unique role of the Internet in the transformation of social structure is that it creates broad social groups and local communities in an alternative sense to the existing, according to users, social structure. It directly generates the phenomenon of self-organization and self-management, which, in turn, can act as a model for changes in the social structure and enables a person from any social level to become a participant in the information structure.

Thanks to the Internet, a person is able to perform various social functions and play various social roles, “break” social barriers. Access to the Internet provides the necessary prerequisites for the formation of an open society, which requires the transformation of the social structure of society. It characterizes processes not only in the field of human information communication, but also reflects the dynamics of human communication in the sociological categories of social mobility.

## Conclusion

In modern conditions, the strengthening of the informational and psychological influence on an individual (personality) as a subject of political life, a bearer of a certain worldview, having a more or less pronounced legal awareness and mentality, spiritual ideals and value attitudes of the formation of self-confidence, should be one of the the main political tasks of the government. A citizen's behavior that is inadequate to public interests (from the point of view of the authorities) can be perceived as an acute form of political extremism, which threatens the very existence of the political system, or as a form of political indifference, which no less destroys the foundations of public life. At the same time, a conscious individual is exposed to various manipulative influences, informational in nature, the results of which can directly threaten his physical or mental health. Such influences often for many years form a moral and psychological atmosphere in certain layers of society, fuel the criminal environment and contribute to the growth of mental illnesses in society. Today, the population is in an uncertain time and space, expressing dissatisfaction with the activities of parties, social movements and power structures. People stopped believing politicians,

constant promises about a predicted happy future, etc. And accordingly, such a situation affects the political culture of Ukraine and the mentality of people, with characteristic marginal and regional properties. The political culture of Uzbekistan should unite certain regions of the state, the nation, and ethnic groups to preserve the language, skills, and traditions for the sake of one public political idea of the Uzbek nation. The development of political culture determines the democratic nature of the political system of society.

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