



## THE MASS MEDIA AS A SUBJECT OF POLITICAL AND LEGAL PROPAGANDA

Rasulov Hakim Mamanovich

Associate Professor, Head Of The Department Of Termiz State Pedagogical Institute,  
Candidate Of Political Sciences, Uzbekistan

**ABSTRACT:** - Mass media is not only a subject of political and legal information dissemination and informing the population, but also provides an opportunity to interpret, analyze and evaluate legal documents and legal relations, events, disputes. In this way, social and political life in the public serves to form relationships in particular. The mass media should become an effective link between the people and the government, become an active propagandist of the reforms implemented in the country. Only then can it fully manifest its essence, tasks and characteristics.

**KEYWORDS:** Uzbekistan, mass media, freedom, political and legal propaganda, democratic reforms, subjective, personality, bloggers, literacy, problems, public, development, democracy, internet conference, information security, objective, communication, television, openness and transparency.

### INTRODUCTION

Freedom, independence, and pluralism of mass media are based on freedom of information and speech and are the basic elements of any democratic state. Ensuring the freedom of media activities is necessary for the protection of all other human rights. With the development of new means of

communication, freedom of information and speech is rightly considered as the main principle of press, radio and television activities. It is becoming an indispensable element of the democratic regime, a necessary condition for ensuring political pluralism and

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cultural diversity for individuals and their associations.

By the 21st century, information dissemination began to gain global importance. Also, due to changes in the information space, changes in the balance between the world's leading powers began to occur. In such a political situation, openness and freedom of speech in the activities of mass media, the desire to inform the population about the positive results of democratic reforms, the transparency of political institutions, that is, the presidential and parliamentary elections, and the legalization of the processes of the distribution of powers were combined.

In fact, the mass media as a propagator of updates in all aspects of the social, political, economic, and spiritual life of the society, are involved in the changes, timely transfer the achievements and shortcomings of the society's life to the discretion of the general public, and in turn serve to form a certain social attitude in the society. The new era in which we are living today, the new social relations, put before the mass media the need to meet the demands of the rapidly changing and developing society in every way, to search for answers to the problems that make people think and disturb, and to fulfill the very important and urgent tasks of forming public opinion.

For this, first of all, it is necessary to form the skills of independent thinking in the public, to form a political culture in accordance with the political and legal consciousness of the society. Information is becoming the most influential factor, especially in the time when there are different ideas, ideologies, threats and conflicts of interests. Such a complex situation requires that the public has the ability to distinguish white from black, impartial from biased, culture of information analysis. Mass

media as a subject of political and legal propaganda play an important role in this regard.

Today, most citizens do not have enough political and legal knowledge and objective information to contribute to the consistent process of democratization of their society. In the conditions of systematic change of social relations, the mass media, which have influence in the information space, are the biggest means of influencing the political and legal consciousness of citizens.

According to Article 4 of the Law of the Republic of Uzbekistan "On Mass Media" "Periodic distribution of public information with a permanent title and in printed form (newspapers, magazines, newsletters, bulletins, etc.) and (or) electronically (television, radio, video, newsreel programs, websites on the Internet global information network) published or broadcast at least once every six months, registered in accordance with the law, and other forms of periodical distribution of mass information are mass media. Modern mass media have great influence in raising the political and legal consciousness of the society. It is he who forms the image of the modern political and legal reality and its perception in society. Mass media is not only a subject of political and legal information dissemination and informing the population, but also provides an opportunity to interpret, analyze and evaluate legal documents and legal relations, events, disputes. In this way, social and political life in the public serves to form relationships in particular. In other words, the press, television and radio, electronic mass media are tools that reflect moral and legal values in the public mind and have a strong influence on the political and legal mind.

Political-legal propaganda is a form of education of a person, and as its subject

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implies the dissemination of political-legal knowledge among the population through mass media. Implementation of political and legal propaganda through mass media allows to maintain peace and achieve high goals in humanizing the society.

Changes in the social and political life of modern Uzbekistan show that the limits of freedom of speech have expanded considerably in the legal framework and in its practice. There have been significant changes in the activities of mass media. However, there are problems related to bringing freedom of speech and information into a single legal system. In particular, the existence of overlapping and contradicting laws "On guarantees and freedom of information", "On principles and guarantees of freedom of information", "On openness of activities of state authorities and management bodies" is a violation of freedom of speech and information, journalists and bloggers. and shows that it is necessary to seriously consider the legal basis for the free operation of mass media.

Also, in the activities of mass media (especially bloggers) in ensuring freedom of speech and information, there are problems related to increasing media-information literacy among the public. If it is necessary to increase the political and legal consciousness of journalists, especially bloggers, we are faced with problems related to legal and ethical issues in the activity of bloggers through social networks.

The formation of information culture at the level of political and legal consciousness is also necessary to find answers to the questions of where, by whom and for what purposes information is being transmitted, whose

interests it reflects. The expansion of the media environment in Uzbekistan and the need to strengthen its legal base require serious attention to the problems related to the culture of information consumption and the creation of a new information space in the country's media market. For this purpose, formation of media-information literacy, which is the basis of the culture of information consumption, is of particular importance at the stage of school education. In particular, the universality of the Internet and its increasing influence on society, social groups and individuals created the need to raise the media-information literacy of the population.

UNESCO sources on media and information literacy state that "citizens who have mastered media and information literacy: 1) have the ability to receive, evaluate, create and distribute information and media content using appropriate technologies. 2) understands their rights and responsibilities in the field of working with information and mass media. 3) understands the function of information and media providers and the conditions for its implementation. 4) Becomes an active participant in mutual information exchange and is able to create specific knowledge and disseminate it widely. <sup>1</sup>

Article 19 of the Universal Declaration of Human Rights states that "everyone has the right to freedom of belief and the right to freely express it. This right includes the freedom to practice one's beliefs without hindrance and the freedom to seek, receive and impart information and ideas through any means, regardless of national borders. <sup>2</sup>

Social relations in society as a subject of forming political and legal culture of public information visits are manifested in their

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<sup>1</sup> Muratova N. Media and information literacy in journalism. Tashkent-2019. Bactria press. Page 14.

<sup>2</sup> United Nations Human Rights Declaration, Article 19 (1948). <http://www.un.org/en/documents/udhr/index.shtml>

influence on the scope of people's behavior. Accordingly, if we consider the influence of the mass media on the political and legal attitudes of the society, a) the legal influence that leads to the emergence of positive relations in the society; b) can be divided into negative legal effects, which represent negative situations related to the violation of the law.

The mass media regularly inform citizens about the events in the social and legal life of the country and at the international level, about the legal aspects of the activities of the state and local self-government bodies, about human rights and freedoms. Mass media disseminate legal information in society. Legal information is a set of documented or publicly published information about the law, its system, sources, implementation, legal facts, legal relations, public order, crimes, combating and preventing them, etc. Therefore, in our opinion, in order to analyze the effectiveness of mass media on political-legal consciousness and culture, it is appropriate to consider the structure of legal consciousness and legal culture of an individual. It is possible to single out the following main directions of influence of mass media on the legal culture of a person: a) information-legal education that forms a person's legal thinking and legal worldview; b) legal education, which defines a positive attitude to law and good behavior of a person and is carried out through regular legal influence on a person, development of his attention to socially active good behavior; c) legal propaganda that forms a person's belief in the need to comply with legal norms and strengthen positive legal directions. The legal influence of the mass media is not limited to the dissemination of knowledge about the law to citizens, it is also important in the formation of confidence in a person about the need to comply with the norms of the law, to form a positive attitude to the law and good behavior.

Today, the mass media has a lot of experience in influencing the minds of individuals and society. Russian scientist V.A. Kirilin stated that the professional and qualified "political and legal influence" of the mass media on the mass audience serves to lead to the formation and development of political and legal culture at a high level in the society. However, in the global information space, the mechanisms of mass media's positive impact on the mass audience are not always effective. In other words, the existence of "counter-propaganda activity" of the mass media, the secret and open participation of mass media, in some cases, journalists in the "information war", leads to the widespread dissemination of conflicting information and the formation of social and individual consciousness under its influence.

In order to form the political worldview and legal culture of the population through mass media, it is necessary to correctly cover current political and legal issues and to clarify legal documents. Especially, incomplete coverage of current political and legal issues in the state mass media or lack of an objective approach, lack of preparation of scientific and analytical programs on the issue, creates an opportunity to satisfy the public's need for official information through other alternative sources.

As a solution to this problem, in order to meet the needs of the population for information related to the openness of the activities of state authorities and management bodies, a) first of all, the distributed information is based on the principles of speed, impartiality, objectivity and the priority of public interests; b) free national legal databases on the Internet; c) electronic libraries with fast political and legal information sources; g) creation of scientific and analytical electronic journals on social, political, economic development and updates in our spiritual life

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in the country; d) holding an internet conference on current issues of politics and law; e) it is necessary to ensure the promotion of political and legal e-book stores.

Only then, the role of mass media in changing society will increase significantly. In turn, citizens' trust and need for a more correct and objective assessment of legal events in society will increase. Legal advocacy is manifested in the formation of positive attitudes towards the observance of legal norms and social innovations. Legal promotion is carried out through the organization of regular educational seminars, radio broadcasts, TV shows, and regular programs through social networks.

When it comes to the importance of mass media at the level of the state and society, it is necessary to recognize how high and responsible its task is today. Especially in the 21st century, which is called today's information age, not only the state, but every person who does not want to be left behind in life, but wants to live in harmony with it, has to accept information as a vital need. The President of the Republic of Uzbekistan, Sh. Mirziyoev, in his work entitled "New Uzbekistan Strategy", drew attention to the great role of the mass media in the proper implementation of moral propaganda and noted that "...unfortunately, we cannot use this power effectively all the time."<sup>3</sup>

The issue of ensuring freedom of speech and comprehensive development of mass media will become urgent, especially in the space where the environment of democracy, freedom, openness and transparency has been created in the society. If there are several pillars of democracy, the media is without a doubt the most central of them. For example,

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<sup>3</sup>Mirziyoev Sh.M. New Uzbekistan strategy T: "Uzbekistan", 2021. 279 p.

mass media is a mirror of society, its face and image. Therefore, liberating mass media, turning it into a forum for open dialogue is one of the important demands of democracy.

American political scientist-researcher G. Laswell, based on the formation process of the mass media in the middle of the 20th century, distinguished four main functions that it should perform in the life of society. 1) the function of observing the world (gathering and disseminating information); 2) data editing (information selection and interpretation) function; 3) the function of forming public opinion; 4) the function of spreading different cultures.<sup>4</sup>

Today, its functions can be classified as follows in connection with the global nature of the information flow, the increasing need for it in the processes of change and renewal in all spheres of society's life. 1) Dissemination of information; 2) education; 3) expansion of socialization processes in the media; 4) criticism of all spheres of society and activities of all levels of state power and establishment of public control; 5) Articulation (development of speech, pronunciation) and integration (restoration, connection) through the medium of information; 6) Innovation (innovation affecting the effectiveness of reforms); 7) Operative (quick memory); 8) Formation and management of public opinion; 9) Mobilization (leadership, involvement of the population in socio-economic processes); 10) Tool of political influence; 11) Online internet sales.

Therefore, the changes in the development and functional dynamics of mass media are related to the life of the state and society, it allows to know the exact state of public opinion and to make the right political decision

<sup>4</sup> Media functions.  
[https://studme.org/61037/sotsiologiya/funksii\\_sredstv\\_m\\_assovoy\\_informatsii](https://studme.org/61037/sotsiologiya/funksii_sredstv_m_assovoy_informatsii)

on this basis. In this regard, diagnosis of public opinion, that is, knowledge of its state and dynamics, serves as the key to success in the global informational-psychological struggle for ownership of the international information space between the world's leading countries.

In the modern world, the need to monitor and analyze information is even higher. It allows to react quickly to the events covered by the mass media and to make decisions based on full awareness.

At the same time, attention is paid not only to global issues, but also to national social, economic, and cultural problems. All the problematic issues encountered in the life of society are raised in most cases through mass media, bloggers, electronic mass media, and internet sites. Timely identification of social problems in society by the press and mass media, adherence to the principle of justice, vital and creative principles, boldly raising the shortcomings and problems that torment people, and forming public opinion in order to eliminate them, is incomparable. "Critical statements of impartial and fair journalists and bloggers show the shortcomings in the activities of leaders working in the old fashion, forcing them to change their working methods and increase their responsibilities. <sup>5</sup>"

Monitoring and analysis of information not only with the general public, but also a) brand monitoring of external environment analysis of companies and large commercial structures (external information about the company), competitive intelligence (information about the activities of competitors), monitoring of public procurement (status of state tenders), It is also used in various fields, such as monitoring changes in legislation (what new

legislation is being adopted) aimed at creating a successful business strategy.

The development of the global information network and trends in it are issues that require constant attention to further improve the national system of ensuring information security of each country, and protect the interests of individuals, society and the state in the information field.

The problem of ensuring the state's information security is the main and integral part of ensuring national security, and information protection is becoming the level of state policy.

The trend of changes in the information space shows the need to carry out self-monitoring and analysis not only of informational processes. Looking at the problem from this point of view, when analyzing the development of mass media in Uzbekistan, it is noticeable that there are some shortcomings in their activity:

- Lack of self-criticism and analysis of one's own activities;
- Although it is established by law that censorship is not allowed in our country, self-censorship (internal) is preserved in every mass media (mostly state mass media);
- The majority, especially the official mass media, wait for appropriate instructions and tasks to be given;
- Literally the inability of mass media to act independently;

Based on the analysis of the activities of mass media and printed publications of our country, in order to improve their work efficiency and effectively implement effective public control,

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<sup>5</sup> Mirziyoev Sh.M. New Uzbekistan strategy T: "Uzbekistan", 2021. 119 p.

the following factors should be given serious attention:

- employees of the field (especially bloggers) thoroughly master the relevant laws and regulations;

- Mass media regularly study public opinion about themselves in order to criticize themselves;

- to refrain from self-censorship (internal censorship) and choose professionals who can think independently in order not to succumb to external influences;

- every mass media should rise to a new level in terms of quality in its specialty as much as possible.

In general, in the strategy of socio-economic development of our country, special attention is paid to creation of informational society and creation of necessary conditions for its development. After all, the main purpose of the mass media should be to convey to the citizens the democratic changes taking place in the society and their appropriateness, and to objectively reflect the impact of the results of political and economic reforms on the life of the society.<sup>6</sup>

Summarizing the above, it can be concluded that the main directions of mass media in ensuring political and legal culture in the society are as follows:

- reliability, completeness, quality and objectivity of information about the activities of authorities in various mass media (social networks);

- the influence of the information materials distributed through mass media on the minds

of citizens and the cause of discussions in the general public audience;

- equal use of official information by various stakeholders and institutional structures of civil society. In conclusion, it should be noted that now mass media should become an effective link between the people and the government, become an active propagandist of the reforms implemented in the country. Only then can it fully manifest its essence, tasks and characteristics.

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