

THE ROLE AND PLACE OF MASS MEDIA IN THE SYSTEM OF MODERN MASS COMMUNICATIONS

A.G. Gavrilik, 1 st-year student

*Scientific supervisor – O.P. Dmitrieva, senior instructors
Belarus State Economic University*

In the article an attempt to analyze the role and place of mass media in the system of modern mass communications is made. The author considers various scientific approaches to the definition of the concept and the complex characteristic of mass communications institution, taking the contemporary realities of global information space into account.

Keywords: mass communication, public consciousness, mass media, manipulation.

In modern world Mass Media is the main source of information and the instrument which creates social stereotypes and models of people's behavior. Mass Media became a significant, strong factor of social development, engrained in all spheres of social life and daily people's life.

Many scientists (D. McPhail, M.McLuhan, S.G. Korkonosenko, L.G. Svitich) say that human and his daily life progressively depend on Mass Media which is creating some kind of 'the second reality', 'a subjective reality' which influence is so important as the impact of the objective reality. In turn, Mass Media is the carrier and distributor of the information which is important for our society.

It is impossible to deny that in modern world the power of knowledge and information is becoming conclusive in manipulating the society. The fixed interest towards investigating the phenomenon of the institute of Mass Media is not reduced during the last decades.

A lot of attention was traditionally paid to investigating and analyzing Mass Media and their place in socio-cultural and political process abroad. Media theory was researched in general aspect by T.W.Adorno, R.Barthes, K.Burk, N.Viner, G. Gerbner, G.Lasswell, D.McPhail, M.McLuhan, A.Mole, J.Habermas, M. Horkheimer, G.Schiller, and W.Schramm. Russian scientists T.A.Aleksina, V.Y. Borev, Y.P.Budantsev, N.I.Gaytiukevich, L.I.Zemlyanova, M.S.Kagan, I.S.Melukhin, M.M.Nazarov, A.A.Nurulayev, A.N.Pozdnyakov, V.V.Pocheptsov, Y.V.Rogdestvensky, B.M.Sapunov, I.A.Velyakhin have also investigated the media theory at their publications.

Operating within the modern system of Mass Media with its laws, Media – have their specific aims and particular opportunities. Modern Media have transformed to intensive communicational channel and effective instrument to influence the process public consciousness developing and it have impact on billions of people.

As a rule, the term ‘public consciousness’ is interpreted widely and often it synthesizes mental formations which were created by people, groups, collectives. It represents the whole group of ideas, views, conceptions that exist at the present period of time. By the way, in E.V.Suslov’s opinion, public consciousness is an entire mental system which expresses peculiarities of concrete social formation. However, it is formed and stimulated by many factors and Mass Media is the most significant and relevant nowadays.

Analyzing the modern realities of informational process, in our country and in the majority of the countries of the world, we should underline that informational sphere, changing traditional paradigms, rules, stereotypes not only mirror world’s global politics in forming high-developed society, but transform it.

A famous Canadian sociologist and philosopher M. McLuhan states that any fact gains significance not in itself, but by different means of Mass Communication with arguments, accuracy, speed of this message (commitment) [6.p 43]. Thus, Mass Media alter and reinvent all forms of social interaction: person, his family, work, his relationships towards other people.

During all his life modern Human is being influenced by the powerful arsenal of Mass Media; they have informational-communicative effect on personality’s socialization. Distributing information influences the individual. It can be described by its speed, regular pressure and impersonal mediated character.

Mass Media play a very dangerous role in today’s life, when they cover the primordial function (objective population’s informing) to accomplish different tasks in forming some views, opinions, assumptions. Now it is rather actual to investigate burning problems, connected with the mechanisms of manipulating the population, imposing hedonistic western stereotypes and consumptive human’s behavior.

Undoubtedly, Mass Media as the most important institute of modern society’s communication, have impact on all the spheres of life. S.G.Korkonosenko underlines in her research, that Mass Media play a specific role at social and political life of society, having immediate reference to its life making reproductive function (displaying social life through TV, the Internet, press) and producing (creating) function. S.G.Korkonosenko also supposes that Mass Media is responsible for different processes in people’s life [4.p28]. What concerns the object itself, individual has some space for moral values. This space is culture; probably it is the only one sphere in the world where human can be free enough to express himself, where he forms his own values, consciousness, which is the result of his own analyses of his surroundings.

Consequently, the products of Mass Media have a huge impact on society in general, and its social-psychological look in particular. All the information has its repeating orientations and values, which fix in people’s mind, forming public consciousness.

Also, it should be mentioned, that today there are many kinds of oppositions between the information’s quality and the amount of it which is given to the society, but with the opportunity to perceive the information. Mass Media is capable of informing and misinforming the society, in other words Mass Media has transformed to the dominant instrument of manipulation.

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