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### SECTION 24. Sociological research

## THEORETICAL PRINCIPLES OF SYSTEMATICALLY RESEARCHING OF THE MEANS OF MASS COMMUNICATIONS IN SOCIETY

**Abstract:** *In the informed society the means of mass communications are researched theoretically. As a result the model of "4T theory of Press" has been produced.*

**Key words:** *informed society, the means of mass communications, society's idea, system, press, information, sociology, transformation, and the model of "4T theory of Press".*

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The information has become an important model [1, 89] of the modern societies as a head strategic means in the informed society. From this point of view, the President of the Republic of Uzbekistan I.Karimov's outlook is worthy of attention: "We should ascend on development of connection and telecommunication to the level of world standard in course of near years. If there is no developed communication system, Uzbekistan won't have a promising future. We should exactly feel it". [2, 221] When we express our thoughts about a certain country, first and foremost, no matter how much the issue of communication of that country is taken into consideration. In order to rightly evaluate the real situation in the society, first and foremost, to research the period, systematically from the point of sociological view, related to the consistent forming of mass communication of that country, appearing of Mass Media and their development.

The revolution of information in forming of society A.Ratkov notes it with the following 5 stages: 1) the appearance and spread of a language; 2) writing; 3) publishment; 4) electronic connections (telephone, telegraph, radio and TV); 5) applying computer into life. Having concluded the mutual conditionality of informative processes in the civilization period, D.Robertson applied the following phrase into life such as "Civilization, is — information". According to him, the exchange of information in the period of society's development is divided into the following 4 stages, such as: oral

(speech) conversation (verbal); writing-drawing stage; book stage (publishing a book and culture of reading); computer stage. From this point of view, in the territories of our country (Uzbekistan) forming of community's idea, the following ancient writings such as: khorezm, baktria, sugd and oromi writings were very important. If one notices the developed community's idea from the point of cultural communicative factor, the following ancient cities such as: Samarkand — since 2750, Bukhara — since 2700, Shahrisabz — since 2700, Hiva — 2700 and Tashkent — 2200 have made worthy contribution to the word civilization for many centuries, I think it's our idea's confirmation. It is not allowable to speak about appearing a city, forming it as a state and civilization at all without being informed of society. The picture of a cart's wheel [3, 27–28] and its circle mutual crossing the centre in the pictographic sign found in the ceramics of Jarkurgan expresses that the mechanism was founded and that picture dates back to the Bronze Period. Truly, the process of mutual exchange information in gradually development of society was formed in the basis of social communications, based on existing of early cities and governments, writing and different depiction, signs as well. Analyzing systematically by specialists the field of information appearing and developing of Mass Media was affiliated with changing of social system.

Basing idea of the common theories to system in developing of science was used by foreign scholar



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Ludvik fon Bertalanfi. According to him “each social event” should be looked through as a “system”. The unique way to learn is learn it as a system” [4,33]. For this reason the term of journalism in twenty first century there are various approaches to the description of the nature of the contents as communication, journalism, mass media, mass communications, public relations (PR) interpreted by the term of area, the only scientific hardware (terminology) show it but in some of the encyclopedia literatures definition for the word journalism not given. But journalism was first introduced in the early XX<sup>th</sup> century. In particular, Max Weber in 1910 initiate conception “Press sociology”, mass communication was projected by informatization of the society through the teaching of sociology. His opinion: “to take advantage of their profession within the legal system and the pursuit of rational capitalist enterprise has found his best form of Identity, venture capitalists, in turn, the basis for the pursuit of systematic and rational factor found the driving force of its Identity” still have not lost their importance [6, 85].

Sociological analysis of the 1920 models of mass communication processes of compromise. The sociology of mass communications media in carrying out the study of G.Lassuell have 4 main functions: 1) to feed the world with deep disappointment (information collection and distribution); 2) formation of public opinion; 3) editorial (information and analysis); 4) promotion of education and culture [7, 18]. This expert system developed by the basic concepts of the theory of mass communication, it is the first time the information communication process concept. An American professor G.Shiller who continued the idea of G.Lassuel worried about mass communications all in a country such as the United States can effectively manipulate the basis for a narrow range of groups under the rule of corporations, government officials, and then to the common management of the whole of society becomes the main instrument of if they [8] concerned.

Canadian philosopher M.Mcluhan in his work “Understanding media” is explained “including the events taking place in the politics of democratic freedoms of people in many ways, they do not understand how it affects the lives of their body stops dandruff, intestinal issues related to unhealthy gums, excess weight and blood such small problems become emergencies, they are engaged in their own thoughts underway”. [9, 37] The formation of public opinion through the media the traditional differences between the press and the electronic media “cold” and “hot” properties, the cold, the content of the information provided through the means of communication for the audience to fill a large number of participants is required. Hot communications media is the minimum amount of

participants is limited, because they automatically fills channel information the maximum level [10, 57-59]. B.Parygin expert to criticize the teachings of M.Makluen said, the data is given to the means of mass communication techniques in terms of its content, but noted that it is the primary means of these political and social forces to the absolute conclusion about the activities of independent free approach (position). Russian scientist says, the means of mass communication in society have 2 functions: the structure of the public carried out between the various elements, in particular, between the individual and the community with information on the organization and function of social support functions. If the terms of this issue, no society will be equally acceptable for all nations, for example, mass communication, including the absolute freedom of the press, there is no ideal democratic media or standard media.

Attention the fact that now the United States, the United Kingdom and the former Soviet Union is based on the media type of the media theory of the 4: “Authoritarian theory of the press”, “Libertario media theory”, “Social responsibility theory of the press”, “The press of the Soviet community theory”. The activity of this approach in the world of mass communications the theoretical foundations are being considered. In fact, the theory of the four in the press called attention to ourselves, “authoritarian”, “liberal” and “communist” according to the nature and meaning of the terms, bears represent the views of the political. From this point of view of society as a system of mass communication and social change, providing a systematic approach for its intended purpose is applicable. German classical philosopher I.Kant said: “I understand that systemic approaches that are united around the idea of a wide range of knowledge”. [13, 680] In these words “different” up on the basis of diversity of opinions (pluralism) in otherwise sights.

English sociologist G.Spencer separate society as a whole body approach, in three: 1) provider; 2) distributor; 3) manager (regulative). G.Spencer said that simple elements repeated exchange of information takes place between the elements of such actions as the result of a complex system, the condition of the formation of the integration process. According to the American scientist T.Parsons’ approach modern society to provide a stable life for the universal values and principles in preserving stability of the system forming factors [14,24] P.Sorokin assess the social context in mind, the following matters: “Art entertainment as a trademark for the crowded, commercial interests and the influence of tradition is becoming more complex under control... In this case, the commercial crowded intricacies referees are falling, as a result of their submission to the requirements of this creative

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process and the imposition of a mass social consciousness” [15, 31].

The phrase “Information society” was used for the first time by a Japanese scholar Hayashi and a number of specialists of Japanese organizations. During 1969 - 1971 the Japanese Economic Planning Agency, a report from the Institute for Computers in the development and use of information society computerization process through the use of reliable sources of information for people to allow them to get rid of outdated and inefficient practices, and to ensure a high level of automation of the production as a society. As a result, the improvement of modern equipment and technology in creation of the information society has created vast opportunities and conditions of transformation of Mass Media. One of the Japanese scholars Yoney Masuda, using the acts of [16, 65] in “Government of information” in the period of technological development, systematically directed to be on top in the every fields of informational social life in his philosophical conception about the theory of the postindustrial society. In fact, this theory was a direction to the 3 types of governments (including ruling, acting and courting governments) of Mass Media as an illegally acknowledgment of “the fourth government”. Y.Masuda, separating the social systems to different pieces, by the case of development minors, number of increasing the level of traditional, industrial and informational societies, paid attention to build up social security to the governmental personnel in case of breaking the law by limiting the controlling of government to people’s lives.

From 1970, different sociologic researches were made by S.McBraid to avoid the troubles of Mass Media in the theoretical side. By the results of those researches it was concluded about the informational mass in a vectorial direction from the developed countries to developing [17]. Despite the fact that the present notes named as “Informational society”, “Postindustrial society” in the scientific resources of that age, they were first mixedly published in the book “Entrance to the postindustrial society” by an american socialist D.Bell. Informational society counts the increasing the intellectual productions as a “strategic resource” empowered by knowledge and information in the postindustrial positions of the industries manufactured in the countries such as US, Japan and many European countries. D.Bell, in his research, forecasted the human not in the social way, but as a factor to transform the society by computer in the technologically development idea [act 18, 10]. For this occasion R.Robertson first used the word “globalize”, mentioned the informational effect as “globalize – is the effect to social realities of separate countries which has international importance of different factors including economic and political relations, cultural and informational exchangeability”.

Elvin Toffler investigated “the third wave” of the progress of humanity has the development on only on informational basis in postindustrial society. In the scientist’s mind, society in the third wave destabilizes the agrarian and industrial civilizations which are even in the present and bring the new kind of lifestyle [act 20]. To notice with the expression of E.Toffler, it is possible that such changings in the “reprogramming the information” puts the future down as “shock” status [21, 206-210]. To our mind, approaches to the informational system may be different, as well as scientifically commented the changings of forms of intelligence and way of thinking in the effects of social individuals as the social-political, legally, cultural, religious and economic processes through improvement of the informational systems with different ideas and ideologies in the sphere of manufacturing styles on industrial society.

English scholar R.Williams analysed the system of mass communications and separated it into the following categories such as “authoritarian”, “paternalist”, “commerce”, and “democratic”. American scholar R.Soun’er’s consideration that in the postindustrial society “national improvement” is an informational source and original wealth [23] of realizing of oneself that giving opportunity to them. According to him this matter is serious and exceedingly global problem. American scholar Joseph Dominick underlined that “The theory of developing journalism” [24, 67] deciding affective factor to social processes, T.Peterson and others spoke about “The theory of impartiality” from differentiation of the theories such as “Freedom of press” and “Social responsibility” [25, 19–20] in developing of Mass Media. Russian scholar L.Zemlyanova studied Mass Media as a real position or the decline of society [26, 214–225]. We think that some countries abroad influenced not to understand the traditional values or self-spirit in the Mass Media “democracy”, but formatted the environment of unhealthy rivalry to the social reality to guide the information as goods in the economic needs. By this, Mass Media informations caused many social problems because of the tycoons which was to get incomes or count as to secure the even political systems. In fact, any Mass Media to contest to idealism or freedom is to serve to decrease the fame of democracy ideology and slowly became unrespectable for the social lifestyles.

Except it, the term “society of consumption” was applied initially into the scientific sphere by Erich Fromm, a German socio-psychologist and psychoanalytic. In the mid XX<sup>th</sup> the US and Western-European customers societies to provide the phase of “mass culture” became into human lifestyle through many communications. New “cultural values”, including less literary values, mixture of light decreasing to books and ancient culture, were into

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mass customs and the information was redrawn as different needs. By the “mass culture” mass of customers were ruled, means that instead of giving the ideology directly to the people as an order, they preferred to make functions by media.

So, instead of traditional life practice of mass consumers, fake and artificial experiments presenting of “mass culture” have begun to activate [27, 239]. However, development of “mass culture” was built up by creating new heroes through “open press”, and then shaped into the customers in their daily life. For this occasion, an American scholar D.McWayle researched many social processes, then noticed these 4 communicational needs: 1) observing; 2) identification; 3) relations amongst personnel; 4) entertainment, escapism, relaxation, having rest (emotional relaxation), sexual activity. In this case, an English scholar G.Tarding made thoughts about: “General thoughts are the only one cause of universal reference to follow the individual thought. Whatever the substitution of the society appears, like democratic, theocratic or aristocratic, following would be the same”

But, some additions are necessary, in the first place, communication or social communicative actions do not serve only to “festivity” or “entertainment”. For example, let’s take advantage on some informational propagandas and informational unsecurityness caused different “colourful putschs” or “Arabic spring”. If we adjoin the problem in this point of view, it would be seen that the existing of the “entertainment” and “relaxation” on the communicative condition, so “not rested” namely haven’t had a rest conditions required to clarify emergency intensifying the communicative processes. Consequently, it is impossible to imagine the informatical society without Mass Media and mutual contacted feedback. A French philosopher F.Breton marked the people who were occurred by the informations as the entity without internal organs in his book “In day dreaming of communication”. It regularly lives in the principal ways of giving and getting information, in this case no information to be saved, contrariwise, all the information stays on the surface. Thereafter the “futile human” which doesn’t notice the nature of the events would be formatted. A “futile human” reacts from the information gotten from outside and gives attitude on the condition of passing the information to other person. Thus the man continues to live, but never endeavours independently, apparently “answers the action” [31, 57]. In other words, individ always walks outside and lives with all the outer principles. An American scholar M.Poster separated the “informational methods” conception following types: 1) “face to face”, oral-indirect promotion; 2) published indirectly written exchangeability; 3) indirect electron exchangeability [32, 98]. Accordingly, the above-mentioned research results show that in this

process it is to be investigated the systems of the role of communications, understanding the sociologically circumstances through the comparative analysis and a chance of marking the publishings worldwide may appear.

A foreign researcher K.Collin developed the transition stage of society in postindustrial information society services in areas percent of the population may be measured based on the ratio of the following criteria: if more than 50% of the population employed in the service sector, will start the development phase of this society postindustrial; if more than 50% of the population engaged in the information industry, in this case, this means it has become a society of information society [33, 5]. If we have a look in this occasion, the President of the Republic of Uzbekistan Islam Karimov to the results of the 2014 socio-economic development of the country and the most important priorities of economic program for 2015, following the meeting of the Cabinet of Ministers noted that the well: market services grew by 15.7 per cent in 2014, their share of the gross domestic product by 53 per cent to 54 per cent. Today, more than 50 percent of the population employed in the economy is working in this sector... The high-tech communication and information services in the next few years, noted the dynamic development of services in other sectors. These services increased by 3.3 times over the past five years, last year was 24.5% [34]. So, today's industrial society is developing fast towards the information society.

As an alternative to the above study of various theoretical approaches as a new paradigm in studying mass communications, social media 4T theory: the theory of the press termited, tribonic media theory, the theory of the transformation of media and offer a model theory Tanazian press. The structure of this model is based on the following definitions: 1) The theory of the press termited - the colonial policy of the totalitarian regime against the people of all types of media through the one-sided propaganda of territorial occupation and monopoly laws under a single management information system states. At the same time, the national media in a hierarchical manner. Termited press on public opinion in order to know the opinion of the respondents think that controlling the press and the Soviet Communist press, considered the colonial press?” 21.1% of asked respondents said, “Yes, because in practice the colonial policy of censorship and propaganda made” answers. 11.2% of respondents said, “No, because of the freedom that was provided”.

2) “The theory of tribonic media” — a state (public) gained its independence, the creation of civil society, through the passage of a new era for all types of media, change the concept of protection of human rights and freedom of conscience, reasoning metamorphosis to promote the national interests of



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the states. At the same time, the legislative, executive and judicial branches of activity covered. Tribonics to determine public opinion in the press about the independence of the respondents think that the changes in human consciousness and thinking. About “Tribonic press” contact with the question of the survey, the majority of respondents are asked with this question: “Has people’s mind and thought changed after having achieved independence according to you?” (70.1%), “Yes, people’s thought changed the elimination of the former system asks for the press started in response. 8.3% of respondents said, “No, no change in the mindset of people who did not, and this process has nothing to do with the press”.

3) “The theory transforming of the press” - a new field of information society through a transitional period as a stage traditional editorial activities, the shape and direction of change and modernization of all types of media, said the implementation of quality control of the public. At the same time, e-parliament, e-government and e-judiciary through the mediawould be democratic. “Study of public opinion in the press about the transformation of the respondents” media (Web site) to read. 15.6% of the respondents to the question, “Yes, I always” use the services of the press and media web sites, it is said. 36.1% of respondents said yes, for some time, it is said. It should be noted, information society and media with the increase of the number of arithmetic progression, their public entities, various agencies (organizations) and public institutions to communicate with the scale of the expansion of the form of geometric progression.

4) Press tanazian theory of consumer society through the media as a result of the remote control to manipulate the various nations of their intellectual and ideological mute, the national system of values and self-directed forget it. At the same time, a commitment (lobbyism) (solitary nation) culture, which is contrary to the moral and ethical religious extremism and fundamentalism, “mass culture”, the great state chauvinistic, aggressive nationalism, such as cosmopolitanism destructive ideas and ideologies through the media propaganda As a result of that propaganda to manipulate the human mind, and unfair public opinion is formed. As a result, the negative impact of information society through the media Zombie individuals. Tanazian media in the activities of the respondents participated in the survey, 38% said, “Yes”, if it propagates “mass culture” and the other foreign ideas systematically. Therefore today in the United States and some European countries, in the Mass Media the phrase of “Lost Generation” has been used.

At the moment, the global media content analysis of mass media, mass communication means there is no concept of a pause. According to the researcher Sh.G'oyibnazarov “at present time MMC

— means of mass communication media and the Mass Media should be separated. Media includes press, radio and television in part responsible for the preparation and dissemination of innovations. In addition to all the listed OKV influencing communication to the public cinemas, theaters, public places and ideological posters, video and audio carriers information, books, as well as the information available to the public according to the instructions of the authorities of any knowledge into the minds of the public in order to influence the thinking and guidance to other means [35, 92]”. J.Demonik researched through Mass Media, books, movie theaters and mass communications [24]. The following state appears if we analyze “movie”, “book” and “theater” their forms and type of activity which included the means of mass communications.

**Firstly**, movie is divided into the products of literary and documentary films. Documentary films are based on real personnels, exact events, scientific, historical documents. In terms of the sociology of mass communications, scientific and popular films, documentaries and historical films chronicle the initial information gathering; processing, storage, creation, systematization and distribution through electronic media are one of the tasks for TV and radio journalists (editors). But the films are one of the types of art. At the same time, film, audiovisual works, including film, animation and animation works well except all works expressed by means similar to cinematography. However, in the Republic of Uzbekistan, in accordance with the law on the mass media, TV and radio studios, Press and Information Agency of Uzbekistan serve after registration of mass media as well. But, legal entities and individuals (studios) video movies, audiovisual production, duplication and display screen of “Uzbektefilm”, registered by the National Agency for regulated.

**Secondly**, if we continue content analyse of social effecting factors to the mass, book is noted “Avtoritar press”, “Libertarian press” as the types of Mass Media. In other words, at the press of the Soviet Communist totalitarian regimes viewed as a product of the activities of publishing books. In fact, in terms of mass communication distributes information as books and other printed products, but its name will be published on a regular basis with the frequency and volume of media (newspapers and magazines) differently. That is why the publishing activities of the Republic of Uzbekistan are in accordance with the law on the activities of the publisher. However, in some countries, in particular, in accordance with the laws of the Republic of Kyrgyzstan, the book is also regarded as a type of media, such as newspapers and magazines.

**Thirdly**, the matter of theatre. In the new edition, the Republic of Uzbekistan on January 15, 2007, article 4 of the law on the mass media, the

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electronic dissemination of mass information (TV, radio, video, programs, and Web sites in public telecommunication networks) is published or formed broadcast media, it is said. In fact, according to the nature and significance to this law, as the basis for the activities of the media, first of all, the editors understood. However, the theater journalists (editors) do not operate.

**Fourthly**, the encyclopedic dictionary means of mass communication (mass media) - the system of technical means of information (press, radio, television, film, video, sound recordings, etc.) using the process of distribution of large and dispersed audience numbers [36, 134] as defined in the dictionary of the means of mass communication (mass media of communication) - a manufacturer of centralized or distributed data and other signs of great form of communication in different geographical suppliers located in different nations of the audience of the organization [37, 284-285] said.

As a result of our research work, the followings are concluded such as:

1. In the information society, environment, mass communication tools of the structure, the functions of a modern influence, the ethnic nature of the different approaches based on a single view of scientists. This concept has been interpreted in a variety of scientific literature, but all of these comments as the core content of the Mass Media, the

editorial implied, in some cases referred to as the means of mass communication or mass communication. In our view, the means of mass communication - a new (reality) editorial (journalist), operational data collection, processing (analysis) and the audience (the public) to a written or verbal form a picture (visual), a regular source of distribution to the public. Comprehensive means of mass communication and, in some countries, the mass media, mass communications or mass media has become customary to use instead of a synonym of the word.

2. The theory of the press as a new paradigm 4T model integrated approach to sociology of mass communications, the press and the Mass Media in every country of the world monitor evolutionary process of development or decline and based on systematic and theoretical. In this regard the "theory of media 4T" imagines the form of the model cycle, the content of each of the 4 types of media as the Goethe words: 'If we had tried objects so clearly we did not want to know, a lot of things would have been known better. We object to forty-five degrees (45° - OA) under the corner to get to know it [38, 153] with the idea of consciousness. Under this idea figuratively, Jarkurgan clay at drawing cars wheels on 4 fibroids style image of 45, reflects the improved position.

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