

**AXBOROTNING KENG QAMROVLILIGI VA UNI INSON ONGIGA MANIPULYATIV TASIRI**

**ШИРОТА ИНФОРМАЦИИ И ЕЕ МАНИПУЛЯТИВНОЕ ВОЗДЕЙСТВИЕ НА ЧЕЛОВЕЧЕСКИЙ РАЗУМ**

**THE BREADTH OF INFORMATION AND ITS MANIPULATIVE EFFECT ON THE HUMAN MIND**

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**ANNOTATSIYA**

Ushbu maqolada ommaviy axborot vositalari orqali inson ruhiyatiga ta'sir etish mumkunligiga doir bir qancha qarashlar yoritib berilgan. Amaliy qismda esa Osgut metodikasi yordamida OAVning inson ongiga, hatti-xarakatlariga ta'sirini ko'rsatib berildi.

**АННОТАЦИЯ**

В данной статье исследуется ряд точек зрения на то, как средства массовой информации могут влиять на психику человека. В практической части с помощью метода Осгута было продемонстрировано влияние СМИ на сознание и поведение человека.

**ANNOTATION**

This article explores a number of perspectives on how the media can influence the human psyche. In the practical part, the influence of the media on the human mind and behavior was demonstrated using the Osgut method.

**Kalit so'zlar:** Ommaviy axborot vositalari, manipulyatsiya, axborot, Osgut metodikasi, televidinya, shaxs.

**Ключевые слова:** СМИ, манипуляция, информация, методика Осгута, телевидение, личность.

**Keywords:** Mass media, manipulation, information, Osgut methodology, television, personality.

**INTRODUCTION**

From their point of view, people today are greatly influenced not only by the innovations of our rapidly evolving society, but also by their curiosity and creativity to innovations around the world. In our fast-paced lives, there are many opinions that there are alien forces that try to manipulate and manipulate our worldview, our thoughts, our attitudes to the realities of the

social environment. . Indeed, it is possible to change or control a person's thinking by influencing his psychology through various manipulative tactical methods. In order to clarify such ideas, it is first necessary to clarify the concept of manipulation.

Manipulation is a covert psychological technique that can force anyone, I would say anyone, to take the necessary action against their will and interests. And in the process, we use different sources of information. Relationships and communication partners are a special aspect of psychological manipulation, in which the interlocutor is a specific source (lat. *specificus* - видоопределяющий), which satisfies the hidden purpose of the manipulator, the needs of the interests of the manipulator. In this case, the interlocutor serves as an object of manipulation. Information is simply the flow of all kinds of information coming to our minds from the external environment. Information serves as a way for society to convey norms, values, attitudes, and stereotypes. These norms, values, attitudes and stereotypes, as a set of dynamic factors, directly or indirectly affect a person and his health immediately or later. This is especially true of the younger generation, which is just entering adulthood. We say this because we know from the psychology of youth that imitation is very important in the understanding of the outside world by a child who has just turned one and a half years old. The child tries to repeat what he sees or hears, good or bad. Now let's think about it, how can we protect the younger generation from the manipulative influences of information flows, which form negative attitudes, absorb foreign ideas, promote popular culture, and whose real purpose is hidden, in this time of high information pressure?

Human life today is increasingly dependent on information and modern information technology. Spontaneous information pressure can have a manipulative effect on all components of the mind - mental processes, mental states, and mental characteristics of the individual. Such pressure, of course, does not change a person's mental characteristics, mental states, and patterns of behavior.

In the 1950s, Erich Fromm predicted that "in time, television will become more dangerous to society than drugs." Today, television, the Internet, and many other media outlets are proving the truth of this prophecy.

Those who regularly watch films that portray violence and cruelty gradually become indifferent to scenes of murder and rape, and those who watch such films begin to view domestic violence as normal and the hard work of others as insignificant.

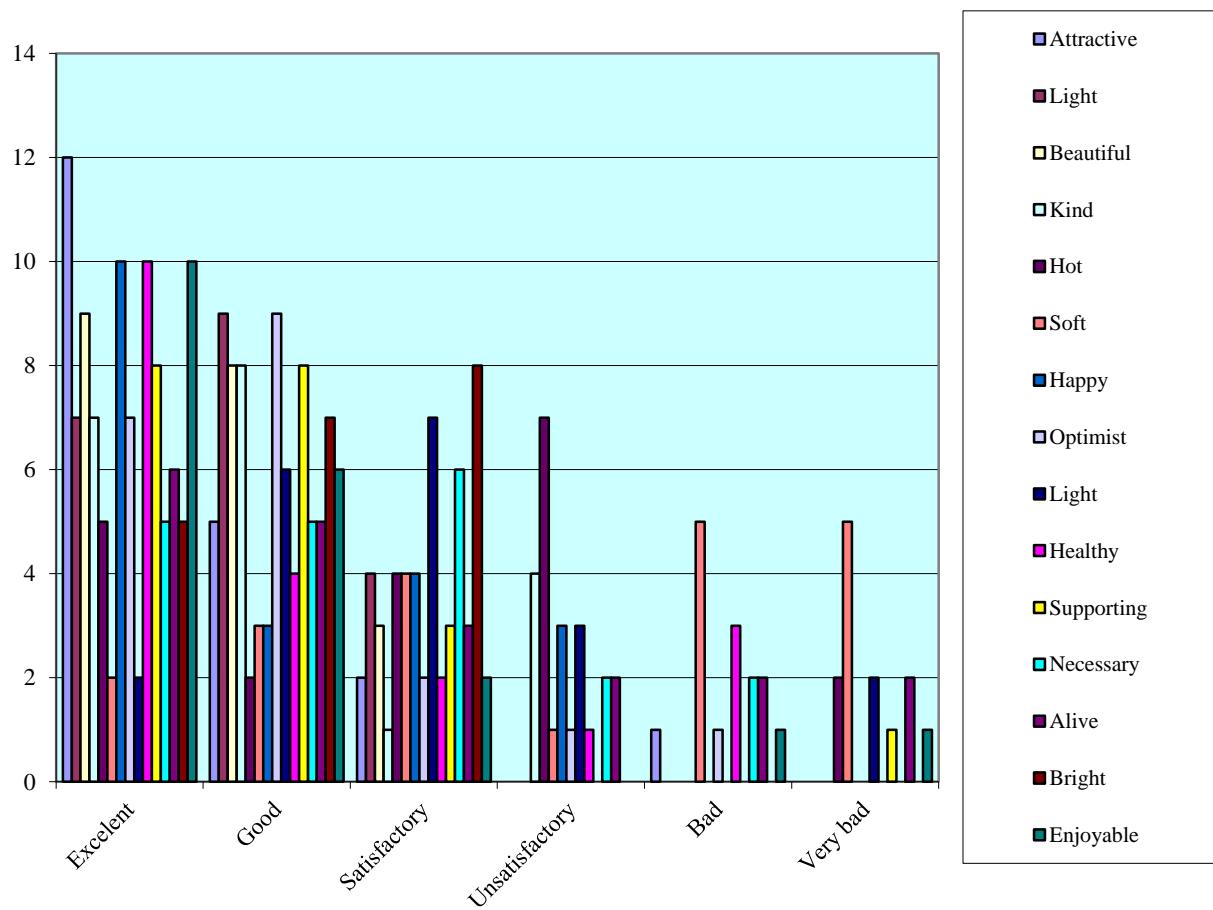
Observing an aggressive pattern of behavior through the media can teach new ways to provoke and manifest aggression. This is exactly how television can be affected. Now almost every family has its own TV set. The American psychologist George Gerbner writes: "There have been even more brutal periods in human history, but none of them has been irrigated with such an image of violence as ours. Who knows where this vicious stream of violence will take us, in the form of a fictionalized scene of brutality on the television screens in every home? "

As proof of the above, a survey of 208 inmates at the prison held that 9 out of 10 confirmed that TV programs about crimes teach new criminal methods. Four out of 10 said they had seen a crime they had seen on television. It is clear that any information leaves its mark on the mind. Research into student psychology has shown that television does indeed have a positive effect on aggression. Leonard Iron and Rowell Hussmann found that regular viewing of violence scenes in 835 8-year-olds had a positive correlation with aggression. When they re-examined

these children at the age of 19, they found that watching militant films at the age of 8 would lead to aggression at the age of 19, but aggression at the age of 8 did not lead to aggression at the age of 19. This means that aggression does not lead to a passion for militant films, but rather to aggressive films.

A study of 758 adolescents in Chicago and 210 in Finland found that those who watched more violent movies as children were more likely to commit serious crimes at the age of 30.

Given the coherence of the correlation and experimental evidence, the researchers considered three possible reasons why the observation of violence led to such a conclusion. The first possibility is that social violence arises not from the observation of violence, but from the agitation that results from the observation of violence. The second possibility is that the observation of violence overcomes the inhibition of aggression. Third, the depiction of violence in popular culture leads to imitation.



In order to prove the above data, we conducted a study in a small group using the Osgut method. We have identified a product advertisement that will be broadcast on television on a regular basis for our research.

When we got the results of the study, I witnessed an interesting situation. That is, despite the fact that the product selected for the study was advertised many times during the day, the product was rated 83% positive and 17% negative. The highest result in the diagram above is that 60% of our participants voted that the product we chose was pleasing. In addition, 50% of

respondents voted "Excellent" for Happy, Comfortable, Healthy. All other qualities were positively assessed by the participants. It is obvious that the information that is constantly disseminated in the media not only affects the psyche of the person, but also creates a positive attitude towards the product.

From the above, we can conclude that the flow of information that surrounds a person has a positive or negative effect on his psyche. From this point of view, the need to create a culture of rational use of information flow in young people, the need to build immunity in young people against the various views that contain memorized ideas should become our main goal. Everyone is equally responsible for this.

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