



ISSUES OF THE PRESS IN MODERN FOREIGN JOURNALISM

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Abstract. Freedom and independence of the mass media are the cornerstone responsibilities of any democratic society. Mass media serves as a vital channel of dialogue between the government and the public. Regardless of an individual's personal will or intention, media structures create a special environment saturated with information flows produced by the media. A person who is part of a society cannot avoid interacting with this informational space; they perceive and process various streams of information and their functions according to the worldview shaped by the influence of the media.

Keywords: - Mass media, mobile internet, authoritarian media system, globalization, liberal model, paternalistic system.

INTRODUCTION

Nowadays, if we analyze the growing demand for mass media and its impact on humanity, we must first consider the role of the press. This is because the press represents one of the earliest and most developed branches of mass communication. In fact, it is not an exaggeration to describe the press as the root of the media. Today, as science and technology advance rapidly, not only print but also online publications are becoming increasingly widespread.

Unlike newspapers, radio and television bring a living human voice into every household. The emergence of online publications is closely linked to the development of the Internet. Mobile internet and mobile broadcasting have allowed mass media to ideologically influence all aspects of an individual's inner world and the components of mass consciousness. Mass consciousness refers to the collective ideas of various social groups concerning events and realities that affect their interests. It is shaped both by self-directed processes within the public and by ideological institutions.

Due to their unique nature, mass media focus on shaping public opinion. Discussions of media influence inevitably involve concepts like propaganda. Regardless of individual desire or intention, the media creates an environment filled with content that shapes perception. No member of society can escape the interaction with this informational landscape; they inevitably perceive and process various forms and functions of media messages, aligning with a media-shaped worldview.

In the book Comparing Media Systems by Daniel Hallin and Paolo Mancini, the relationship between media and political systems is explored. The book provides foundational theories on political communication, outlines comparative analysis methods, and presents real-world models of media institutions developed and understood in Western political contexts.



Notably, F. Siebert, T. Peterson, and W. Schramm are recognized as the founders of the “Four Theories of the Press”: the authoritarian, libertarian, social responsibility, and Soviet models. These theorists acknowledged the ideological influence of political systems on the media, though they did not account for all possible variations. Hallin and Mancini, however, proposed expanding the scope of comparative media analysis through the enhancement of conceptual frameworks.

The authoritarian media system focuses on transmitting the directives, ideologies, and approaches of the ruling elite. The paternalistic model is a variation of the authoritarian model, in which the ruling elite retains a sense of responsibility to society, preserving not just power, but also certain values and goals. The commercial system differs from authoritarian and paternalistic models mainly in its degree of internal freedom, facing unique constraints shaped by the difficulty of accessing certain forms of communication.

A conceptual media model that suggests "you can say what you want, if you're given the opportunity and if what you say is beneficial" is envisioned as democratic, though such a model has not been realized in practice. As a result, it has become more of a guiding principle than a tested framework.

According to Paolo Mancini, “Globalization has led the world toward a single model, as economically similar systems have emerged in countries independent of political parties, and journalism everywhere is increasingly leaning toward a liberal model. Our research shows that while media systems were very different 50 years ago, these differences have significantly weakened since the 1960s and 70s. Even countries like Japan are gradually adopting the liberal media model.”

Dzyaloshinskiy proposes a clear classification of ideological behavior models for the media. In his view, contemporary media professionals have a choice among three main models.

The media is a unique institution that performs vital functions within society. Chief among them is informing the public about natural and social realities. However, the media cannot replicate reality in all its contradictions and complexities. The presence of multiple information sources helps preserve various representations of events, offering diverse perspectives even on a single occurrence.

CONCLUSION

Democracy is an unparalleled system of governance because it prioritizes human interests. Establishing a democratic regime is impossible without press freedom. Journalistic freedom cannot be seen as irresponsibility — it is, in fact, a key indicator of an open society. The opportunities that a state provides to journalists in their search for truth and creative engagement speak volumes about that country’s level of democracy. Nevertheless, journalists face many challenges due to economic hardship, a lack of professional skills, or insufficient expertise. One of the main tasks of modern journalism is to overcome these obstacles and find effective solutions to such problems.

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